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DALLAS, TEXAS
January 1, 1944
No. 83

Radio Round-up

on food...

For Directors of
Women's Radio Programs

I N T H I S I S S U E

THE JANUARY RATION POINT VALUES

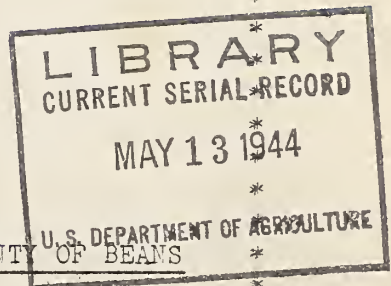
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CIVILIANS WILL GET PLENTY OF BEANS

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EGGS--AND HOW THEY'RE HELPING WIN THE WAR

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CANNED APPLES, PEACHES RELEASED

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"BEST BUYS" IN FRESH FOODS

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NEW RATION PLAN FOR PUBLIC PLACES



3
US Department of Agriculture
Food Distribution Administration

-----NEITHER TOO HIGH NOR TOO LOW-----

Evidently the point values for brown stamp foods (meats, fats, cheese) during the month of December were neither too high nor too low.

A glance at the new table of point values reveals that there are very few changes for the month of January. Butter stays at the same value of 16 points a pound ... and cheese remains unchanged. Beef, veal, and lamb cuts continue the same... Except for a few miscellaneous items.

Sliced dried beef has been cut two points a pound, bringing its value down to 12 points. Ready-to-eat sliced beef tongue is reduced two points to six points a pound, and unsliced beef tongue is down one point.

Homemakers can plan on the same low point values for pork that were set in mid-December. However, the one point difference in the value of fresh and smoked hams has been eliminated...fresh hams have been raised one point.

Up and Down They Go:

There are several pleasant surprises for homemakers in the new table of point values for green stamp foods.

The best news is that all frozen vegetables, with the exception of corn, lima beans, and peas, have been reduced to a point value of zero. These frozen foods have been reduced in order to give more space in freezers to the large amounts of pork now coming into market.

The reduced list includes frozen broccoli, spinach, Brussels sprouts, cauliflower, snap beans, carrots, and other vegetables. Apples, applesauce, and rhubarb are the frozen fruits which have been given a zero point value. In addition, all frozen fruit juices have been cut to zero. Frozen blueberries and huckleberries have gone down from 12 to 6 points a pound.

Due to these sharp reductions in point values there will no doubt be homemakers using these foods for the first time. Those homemakers cooking frozen foods for the first time, and even those who are already using them, can probably use some information on the proper cooking methods.

For instance, everyone should know that the best way is to start the vegetables cooking while they're still frozen. And there are other hints too, on the proper storage of frozen foods which you'll want to include in your copy.

Canned green or wax beans have also been reduced to a point value of zero. Canned peas have been reduced some but still cost 15 points for the number 2 cans. Many homemakers will be glad to know that canned tomatoes, which have been demanding high point values, have been cut to 15 points for the number 2 1/2 size. With the reduction of these canned vegetables, homemakers will use more than before.

You may wish to tie in a conservation note when promoting them. The juices in these canned vegetables are full of vitamins and minerals, and should not be poured down the sink. These juices come in handy in making

soups, sauces, stews, and other dishes. However, even though these canned foods have been reduced, it's a good idea to urge your listeners to continue using fresh vegetables whenever they can, so we won't have any waste along this line.

Two Items Increased:

There are only two items on the processed food list that have been increased in point value. Tomato paste has been increased 2 points for the popular size. And jams, preserves and non-citrus marmalades have been increased from 6 to 8 points for the size from 12 ounces to 1 pound.

OUR NATIONAL BEAN BAG IS BIG-----

There are so many demands for American food that careful studies have to be made in order to determine where it is needed the most. After the representatives from each claimant group state their needs to the food requirements and allocations committee, a certain amount of food is allotted to each group.

Dried peas and beans are among the most recent foods which have been allocated for 1944. According to the Food Distribution Administration, the crop of beans is estimated at about 23 million bags (100 pounds each) and almost 7 million bags of peas. These crops have to be divided among the civilians, the U. S. Military and War Services, our Allies, and liberated areas.

Civilian's Share:

Civilians should fare well on dried peas and beans this year. They will receive half of the total supply of dried beans, and 29 percent of the dried peas. The individual civilian will have available almost 9 pounds of beans and over 1 and 1/2 pounds of dried peas during the coming year. This is slightly more beans, and about the same amount of peas they received in 1943.

Military Uses:

Since dried peas and beans ship and keep well, they are in demand for military uses, both here and overseas. Our Armed Forces will get almost 3 and 1/2 million bags of beans...or 15 percent of the supply.

They will have 300 thousand bags...or 4 percent of the peas. The Navy is a good customer for beans. In fact, the Navy serves beans so frequently that it takes about three times as many beans to serve ten sailors as it does to serve ten soldiers.

Allies, Liberated Areas, and U. S. Territories:

Peas and beans are popular with our Allies, liberated areas, and the U. S. Territories.

About 31 percent of the bean supply and 53 percent of the pea crop will go to these groups. Russia is the largest Allied consumer of beans. Practically all of the 3 million bags of beans which are allotted to Russia will be eaten by the Russian Army.

The United Kingdom's allotment of beans for 1944 is slightly over 530 thousand bags and 400 thousand bags of peas. British Services overseas will be allotted approximately 291 thousand bags of beans and almost 110 thousand bags of peas. Nine percent of the bean crop and 19 percent of the peas will go to liberated areas...3 percent of the beans and 1 percent of the peas to the Territories and 2 percent of the beans, and 14 percent of the peas to other exports including the Red Cross.

Out of every available 100 pounds, 3 1/2 pounds of beans and 11 1/2 pounds of peas will be set aside for Government reserves....in case of war emergencies during 1944. If it develops that reserves are not needed, they will be made available for civilians.

Now She Makes Her Own:

Although the actual number of beans the average consumer is allotted for 1944 will be approximately the same as the average of the past five years, a large proportion of the beans for civilians will be in a different form. It used to be that the homemaker could open a can of beans, heat them, and have them on the dinner table within a few minutes. Now her chances of finding any canned beans are very slim.

Since these dried beans and peas need more detailed preparation, probably the average homemaker could use a few tips on how to cook them...not only the basic recipes but some variations and ways she can use beans and peas to stretch less plentiful foods. The bulletin, "Dried Peas and Beans in the Low Cost Meals" should be helpful to many homemakers. Just tell them to write to Food Distribution Administration, 425 Wilson Building, Dallas, one, Texas.

This nine pounds of beans for each civilian sounds like a mere drop in the bean bag but when you multiply that nine pounds by five people in a family it steps up the picture considerably...in round numbers about 45 pounds a year.

Of course, some families will eat more and others won't eat that many. Therefore a homemaker who shops for a family of five or six could put a pound of beans in her market basket every week. So you see, there is a real need for them to know the best ways to use dried peas and beans.

-----EGGS--AND HOW THEY ARE HELPING WIN THE WAR-----

Now that egg production is reaching its peak (see December 25 issue of Round-Up) you may be promoting eggs in your broadcasts, so you may be interested to know how much dried American eggs mean to the average British homemaker..

Dried eggs are a life saver to the people of England, according to W. D. Termohlen, assistant chief of the dairy and poultry branch of the Food Distribution Administration, recently returned from Great Britain.

Eggs play an important part in adding variety and in helping to keep the English diets up to par. Mr. Termohlen talked with dock workers, wholesalers, retailers, shopkeepers, homemakers, and with the man in the street in all parts of England. And he says, "They all gave me the same answer... 'We couldn't have done without them!'".

As you know, dried eggs are rationed in England. At present each adult is allowed a 5 ounce package every 4 weeks...each child is allotted 2 packages during this time. A 5 ounce package is equivalent to one dozen eggs, which means that the adult has about three eggs a week, and every child has approximately 6 a week. Of course, every homemaker has to apportion this allotment to cover all her needs...cakes, puddings, souffles, omelets, and any other recipes calling for eggs.

The British Food Ministry has done much to acquaint the public with dried eggs. Both manufacturers and homemakers have been told about the product, the food value it contains, and how it can be used.

Their educational program is put over in much the same way as we promote products here in America. In addition to radio, this information appears in the current newspapers, magazines, and in British movies.

Mr. Termohlen says this promotion has made dried eggs so popular that the British storekeepers have a hard time keeping American dried eggs in stock. At the present time the British are using a total of about 134 million pounds of our dried eggs a year, and we expect to ship about the same amount during 1944.

-----LIBERATED CANNED GOODS-----

Within a few weeks there should be an increase in the number of canned peaches on grocers shelves. For the second time, the Government has been able to release additional supplies of this canned fruit. This is in line with FDA's policy of letting consumers have all possible foods which aren't actually needed for direct war purposes.

This time, the number of canned peaches available for consumers will be increased by three quarters of a million cases. Cannery are now permitted to sell 5 percent of their reserves after the Government requirements are fulfilled.

The War Food Administration recently announced the release of 8 1/2 million pounds of canned apples. The release of these apples will be welcome news for institutions, bakeries, hotels, and restaurants because they are number 10 cans. It should mean that there will be more of America's traditional dessert...apple pie...on restaurant menus throughout the country.

These Government owned stocks are being offered for sale to the canners who originally packed them for the Government. In turn, the canners will resell them and they will go through the normal trade channels.

-----CHICKEN---BUT NOT EVERY SUNDAY-----

Although the War Food Administration has set aside freezer stocks of chickens and fowl (hens) for purchase by the armed forces and Government agencies, your listeners will probably be glad to know that they will still be able to buy chickens.

There are several reasons why chickens will still be available to civilians. First, the set-aside doesn't apply to incoming poultry after the effective date (12:01 A. M. EWT, December 30). Government agencies will buy only the suitable stocks that were already in the freezers on this date. Through the set aside, the Quartermaster Corps should be able to catch up on its requirements for all the Armed Services, and be able to include chicken two Sundays out of every month...as called for in the regulation "G. I." menu.

Another reason why civilian supplies will be available, is a culling program which is being conducted nationally to bring laying hens back to approximately the same number as there were on farms in January 1943. If this is carried out, about 40 to 50 million pounds of chickens should be marketed within the next few weeks.

A third factor in favor of the consumer is the early start of the egg production season...a season likely to result in a record crop of eggs. It already has brought about local abundances of eggs in some areas and lower prices to producers. This may result in heavy flock culling, especially in feed deficit areas...a move which would mean the marketing of more poultry than usual during the late winter and early spring season.

-----PRESSURE CANNERS NO LONGER RATIONED-----

Your listeners who tried hard but unsuccessfully to obtain pressure canners during the past year will be glad to hear that these cookers have been taken off the ration list. So now homemakers who would like a pressure cooker for canning purposes can buy one ration-free.

At first glance you might think that it is a little early to be talking about pressure canners, but as a matter of fact, there are a number of homemakers who use them year round.

Right now, these homemakers will be especially interested in knowing that they will be able to buy a canner to "put up" meat. And other homemakers could start looking around for a pressure canner now so they will have one to start putting up the first fruits and vegetables in the spring, as the supply will be limited even though there are no restrictions on the purchase of them.

-----THERE'LL BE SOME CHANGES MADE-----

The New Year will bring new plans for a fairer allocation of food in eating places such as hotels, restaurants, and soda fountains and also hospitals.

A plan is being worked out now to change the present method of allotting food to these eating places. Although the new plan is not perfect, it will be fairer both to the people eating all their meals at restaurants and to the families eating at home. It should trim down the rations for eating places where serving food is not the main purpose and allow more rations for those eating places specializing in food.

According to the old plan, the size of the food ration for each eating place depends on the number of people served. Under this old method it does not matter whether the customers are served refreshments or food.

However, under the new plan, the food allotment will be based entirely on the number of persons served food as differentiated from the serving of refreshments. The rations for refreshments will be based on the number of servings of refreshments alone.

Refreshments include beverages mainly, but occasionally some foods will be in that group. For instance, potato chips or popcorn served with a drink is in the refreshment class. And ice cream served alone is in the refreshment class, too. On the other hand, ice cream served with a dinner is included in the food group.

For several months, officials have been trying to work out this plan. Although it won't go into effect until March 1, 1944, eating establishments have been asked to start keeping separate records of refreshments and food on January 1 so the local ration boards will be able to compute future rations.

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* BEST BUYS IN FRESH FRUITS *
* AND VEGETABLES *
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* In principal Southwestern retail markets, based *
* on comparative abundance and relatively low price *
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Cabbage, that important member of Group 2 of the Basic Seven Foods, has edged into the front rank as a best buy in most retail markets of the Southwestern states. This should be good news to housewives interested in serving nutritional meals since cabbage is a good source of Vitamin A, B₁, C, G and calcium and iron. Carrots, turnips and miscellaneous greens are generally plentiful, along with oranges and grapefruit, and of course there are abundant supplies of Irish potatoes, that well-known "bargain package" of food value.

"Best buys" by states and key markets are as follows:

ARKANSAS	<u>Pine Bluff:</u>	Home grown turnip greens, spinach, sweet potatoes, oranges, grapefruit.
	<u>Little Rock:</u>	Cabbage, Irish potatoes, lettuce, oranges, grapefruit.
COLORADO	<u>Denver:</u>	Irish potatoes, lettuce, oranges, tangerines, carrots, apples, sweet potatoes, radishes.

KANSAS Hutchinson: Cabbage, oranges, grapefruit,
apples, Irish potatoes.

Larned: Cabbage, celery, carrots, beets,
turnips, Irish potatoes, oranges,
grapefruit.

Wichita: Oranges, grapefruit, cabbage,
apples, Irish potatoes.

Topeka: Oranges, grapefruit, Irish
potatoes, cauliflower.

LOUISIANA Baton Rouge: Turnips, oranges, carrots.

New Orleans: Irish potatoes, oranges, grapefruit.

Shreveport: Irish potatoes, oranges, grapefruit.

NEW MEXICO Albuquerque: Cabbage, squash, lettuce, Irish
potatoes, carrots, grapefruit,
oranges, lemons.

Santa Fe: Cabbage, squash, Irish potatoes,
carrots, grapefruit, oranges.

Gallup: Grapefruit, oranges, cabbage,
carrots, lettuce, squash, Irish
potatoes.

Carlsbad: Lemons, grapefruit, sweet potatoes,
Irish potatoes, carrots, lettuce.

Roswell: Irish potatoes, sweet potatoes,
grapefruit, carrots, lettuce.

OKLAHOMA Ardmore: Apples, oranges, grapefruit.

Oklahoma City: Oranges, grapefruit, Irish potatoes,
spinach, sweet potatoes.

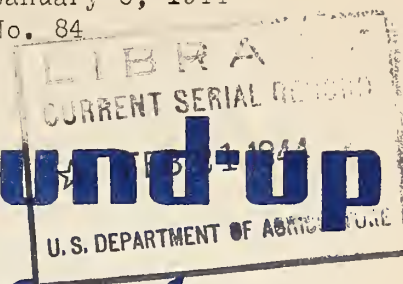
TEXAS Northern Section: Cabbage, carrots, grapefruit, oranges,
Irish potatoes, sweet potatoes, turnips.

Southwestern Section: Cabbage, oranges, grapefruit, Irish
potatoes, tangerines, locally grown
greens, sweet potatoes, lettuce,
celery.

Western Section: Cabbage, cauliflower, broccoli,
beets, oranges, lemons, Irish
potatoes.



DALLAS, TEXAS
January 8, 1944
No. 84



Radio Roundup

on food...

For Directors of
Women's Radio Programs

WE BRING YOU

THIS WEEK

* LIBERALIZED PORK RATION IS CONTINUED...Spare Stamp, No. 2, Like
* Spare Stamp No. 1, is good for five pork points. *

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* CIVILIANS ARE EXPECTED TO SHARE ABOUT THE SAME AMOUNT OF
* MEAT IN 1944 AS IN 1943..That Will Be About
* 132 pounds, dressed weight, per person. *

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* IF YOUR LISTENERS ARE TEA DRINKERS..they'll be
* glad to know that 1944 tea allocations
* provide for an increase over last year. *

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* NAMES AND ADDRESSES Should Be On
* All Ration Books As a Safeguard. *

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* BEST BUYS In Fresh Fruits
* And Vegetables In
* Southwestern States. *

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US Department of Agriculture
Food Distribution Administration

-----REPEAT PERFORMANCE-----

Pigs are still coming to market in such large numbers that OPA has continued the special pork ration which was started a few weeks ago.

Spare Stamp No. 2 is to be used in the same way that No. 1 was used. That is, it will be good for five points for the purchase of fresh pork or sausage, through Saturday, January 15. Be sure to make it clear to your listeners that this stamp is for five points...and not five pounds of pork. And it is not good for buying smoked or cured pork such as smoked ham and bacon.

Record-breaking quantities of pork have been coming into markets all over the country. Limited freezer space meant something had to be done in order to increase the movement of this pork.

If pork had been taken off the ration list entirely, it would have become too scarce in areas far away from the production centers. In addition, the removal of pork from rationing would have released so many brown stamps that there would have been a terrific rush for the limited amounts of butter and other items still on the ration list.

So, this method of allowing an additional stamp for pork seemed to be the best solution to the problem.

Smoked and cured pork had to be excluded because the Government is experiencing considerable difficulty in getting the quantity of these items it needs for military uses. Since the demand for sausage falls off during the winter months, Spare Stamp No. 2 is good for all sausage irrespective of the contents...except, of course, canned, or that in glass containers.

Five points of pork goes a long way in serving a meal. For instance, this new allowance will buy enough sausage to serve four or five people without any "stretchers".

This allowance of five points is, of course, for each person in the family, so a family of four would have 20 additional points for pork. Think of the spareribs that the homemaker could buy with some of these points. She could buy five pounds of spareribs with the spare No. 2 stamps from two ration books.

Some homemakers might be more interested in spareribs if they knew several ways to fix them... You might suggest that they're equally delicious stuffed, barbecued, or with sauerkraut.

Cook Pork Thoroughly:

No matter what pork cuts the homemaker buys with her Spare Stamp No. 2, there is one thing that she should be careful about...and that's proper cooking. Be sure to stress the importance of thorough cooking and how thorough cooking removes all danger from trichinosis.

When you're talking about the proper cooking of pork, you might want to refer to that amusing old essay "Disseration upon Roast Pig" by Charles Lamb. According to this story, you remember pork was first roasted accidentally.

A swineherd's farmhouse burned to the ground. When the man and his son poked around the ruins, they discovered delicious roast pig. They both liked it so much that they burned the house down every time they wanted roast pig. Luckily, we know of an easier way to roast pork now.

1944 Meat Story:

Don't let your listeners discard the recipe file on meat stretchers, just because there is a large amount of pork available at the present time. According to the allocation of meat for the whole year, civilians will get about the same quantity of meat during 1944 as they did in 1943.

The War Food Administration has announced that each person will probably have approximately 116 pounds (retail weight) of meat during 1944. This is equivalent to 132 pounds dressed weight.

Civilians will get about two-thirds of the total meat supplies. And because both supplies and needs shift rapidly in wartime, about 4 out of every 100 pounds of the total supply is allocated for contingency reserves. This meat is not allocated to any specific group, but will be used wherever it can serve best in the war effort.

We have to share the total meat supply with the U. S. military and other war services, our Allies, other friendly nations, and liberated areas. U. S. military and war services are to get about 17 percent of the supply and Allies, other friendly nations, Red Cross, and U. S. territories will get about 12 percent of the meat. Most of the meat for our Allies will be pork.

-----TEA FOR YOU-----

Although Americans have not acquired the English habit of tea at 4 every afternoon, we are a large tea consuming nation.

Last year we drank about 60 million pounds of tea. Tea lovers will be glad to know that the 1944 tea allocations for civilians provide for a considerable increase over last year... This year we should receive about 76 million pounds. You might be interested to know that large tea consuming areas are in New England... Around Boston and in the Midwest around Chicago. The South steps up its consumption of tea during the summer... In the form of iced tea.

If you realize that one of the most popular sizes of tea packages on grocery shelves weighs only 1/4 of a pound...and this size package makes about 50 cups of hot tea...you can readily see that we drink lots of tea. If every person in the United States were a tea drinker we'd still have about 118 cups available per person this year.

Of course, our tea imports were larger before the war. Before Pearl Harbor we imported tea from India, Ceylon, Java, Sumatra, China, and even Japan. Now our only sources of tea are India and Ceylon.

Did you know that the average tea bush lives for about 30 to 40 years, depending on how well it is cultivated? The natives prune them approximately 3 or 4 feet high to force out more branches and leaves. The process of picking the leaves is known as plucking...and the leaves are plucked twice a year

from bushes that are at least three years old.

After the leaves are plucked, they are dried and packed in tea chests or cases for shipment. An interesting note is that these chests are branded with "garden marks" of different shapes and sizes. These marks can be compared to cattle brands here in this country. Just as the cattle brand tells which ranch the cattle came from, the "garden mark" denotes the estate on which the tea was raised.

At first our early settlers drank green tea which came from China in the famous Yankee Clipper ships. But in recent years, producing areas of black tea have been developed. Now, most of the tea we drink is black, rather than green.

-----NAME AND ADDRESS, PLEASE-----

We understand that large numbers of lost ration books are landing in the dead letter office of post offices, just because the owners have neglected to see that their correct addresses are on the covers of the books.

As you know, the post office attempts to forward all lost ration books that are deposited in the mails, to the owners. Naturally, this can't possibly be done if owners don't have the correct address filled in.

Listeners can be reminded that they should always keep this address up to date. The address should be changed whenever they move. If they neglect to make this change, it is not only inconvenient to them, but it means more work for the postal employees and the local ration boards.

-----P. S. TO THE BEAN STORY-----

Last week we told you that the homemaker would have a hard time finding any canned beans (see Radio Round-Up for January 1). Later the War Food Administration, following its policy of releasing foods as soon as it is determined that they aren't needed for essential war requirements, announced that part of the Government canned beans reserves would soon be released for civilians.

The Government will release approximately 20 million pounds of canned pork and beans. When you first hear these figures you may jump to the conclusion that we will have quite a few cans of pork and beans available. However, when you break it down and divide that 20 million pounds by nearly 128 million people in the country, you will realize that this quantity is not much more than a drop in the nation's bean bag. In fact, it is not even a can of beans for every 5 people.

-----HOUSEWIVES CAN HELP-----

Supplies of new containers for fruits and vegetables, especially wooden boxes and mesh bags, probably will be severely limited in 1944. It will help a lot if housewives and the buying public cheerfully accept their fruits and vegetables in used containers.

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 * BEST BUYS IN FRESH FRUITS *
 * AND VEGETABLES *
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 * In principal Southwestern retail markets, based *
 * on comparative abundance and relatively low price *
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Irish potatoes, cabbage and citrus fruits head the list of generally available. "best buys" in fresh fruits and vegetables, and good supplies of turnips, spinach and carrots are obtainable in many communities. Among the citrus fruits, tangerines are reaching the market in increasing quantities and are finding ready sale. Along the Gulf Coast and a few other localities there are excellent quantities of locally grown greens and cauliflower.

Best buys by states are as follows:

ARKANSAS - - - - -	Grapefruit, oranges, sweet potatoes, cabbage.
COLORADO - - - - -	Irish potatoes, cauliflower, lettuce, oranges, grapefruit, spinach, carrots.
KANSAS - - - - -	Irish potatoes, cabbage, grapefruit, oranges, turnips, celery, lettuce.
LOUISIANA - - - - -	Irish potatoes, cabbage, oranges, carrots, grapefruit.
NEW MEXICO - - - - -	Irish potatoes, carrots, turnips, head lettuce, grapefruit.
OKLAHOMA - - - - -	Grapefruit, Irish potatoes, apples, oranges, sweet potatoes, spinach, lettuce, celery.
TEXAS - - - - -	Northern Section: Irish potatoes, carrots, grapefruit, cabbage, sweet potatoes, spinach. Southwestern Section: Irish potatoes, locally grown greens, citrus fruits, cauliflower green peas. South Central Section: Oranges, cauliflower, Irish potatoes, cabbage, turnips. Western Section: Irish potatoes, cauliflower, grapefruit, sweet potatoes, carrots, turnips with tops.

By Principal Markets:

ARKANSAS	Little Rock: Turnip greens, grapefruit, oranges, cabbage, Pine Bluff: sweet potatoes.
COLORADO	Denver: Cauliflower, lettuce, Irish potatoes, apples, oranges, grapefruit, spinach.

Pueblo: Oranges, lettuce, celery.

KANSAS Larned: Irish potatoes, cabbage, turnips, oranges, grapefruit.

Topeka: Cabbage, celery, lettuce, oranges, grapefruit.

Wichita: Oranges, grapefruit, Irish potatoes, cabbage, turnips.

Hutchinson: Cabbage, Irish potatoes, sweet potatoes, turnips, citrus fruits.

LOUISIANA . . New Orleans: Irish potatoes, oranges, grapefruit, carrots.

Baton Rouge: Oranges, Irish potatoes, carrots, cabbage.

Shreveport: Oranges, Irish potatoes, carrots, cabbage.

NEW MEXICO . . Albuquerque: Carrots, turnips, Irish potatoes, head lettuce.

Roswell: Head lettuce, Irish potatoes, carrots, grapefruit.

Gallup: Grapefruit, carrots, lettuce, potatoes, turnips.

OKLAHOMA Enid: Irish potatoes, oranges, grapefruit, apples, carrots.

Ardmore: Oranges, apples, lettuce, celery.

Oklahoma City: Irish potatoes, grapefruit, apples, sweet potatoes, oranges, spinach.

TEXAS . Fort Worth-Dallas: Cabbage, Irish potatoes, sweet potatoes, spinach, rutabagas, collards, carrots, turnips, grapefruit.

Houston: Irish potatoes, citrus fruits, local greens, cauliflower, green peas.

San Antonio: Oranges, cauliflower, Irish potatoes, cabbage, turnips.

Amarillo: Cauliflower, grapefruit, Irish potatoes.

San Angelo: Sweet potatoes, carrots, turnips with tops.

Beaumont: Irish potatoes, sweet potatoes, cabbage, carrots, turnips, oranges, grapefruit.

-----ANOTHER USE FOR GRAPEFRUIT JUICE-----

Now that grapefruit juice can be bought point-free, homemakers are naturally buying more than before, and sooner or later they will want a new way to serve it...other than as an early morning eye-opener. So we found a recipe which we thought would be just the thing for a winter evening.

It's a mulled grapefruit juice, which should be popular with young and old. We think it will come in handy to serve to friends who drop in for the evening, or at the kid's party.

Remember that milk is rather scarce, and that many homemakers are having a hard time finding chocolate and cocoa. So this drink could serve as an alternate for hot cocoa. Of course, it doesn't have the same food value as cocoa, but it does make a delicious drink.

Here are the directions: combine about one cup of grapefruit juice with 12 whole cloves, 1 3-inch stick of cinnamon, 1/2 teaspoon of nutmeg, and 3 tablespoons of sugar. Bring this mixture to a boil. Then reduce the heat and simmer for 5 minutes. Add 4 more cups of grapefruit juice and heat to boiling. If you'd like a little more definite pink color to your mulled grapefruit juice, you might add loganberry or grape juice. Use about 1 cup of these juices to 2 cups of grapefruit juice. Strain it and serve piping hot. This will serve about 10 people.

-----THE SPICE SITUATION-----

We thought you might be wondering about the availability of spices so we checked on that. Here's what we found:

Cloves are dried flower buds of a tropical tree in Zanzibar and Madagascar. During the first part of the war, the stocks seemed to be getting scarce, but at the present time they are close to normal.

We used to import cinnamon from China and Java, but now we are depending on Ceylon for all of our supply. The kind of cinnamon we are getting now is botanically true cinnamon which is lighter in color and milder in flavor than the kind we formerly imported. Although our nutmeg supplies aren't nearly as large as they were before the war, there should be enough of it on grocers' shelves in order for homemakers to find a can of it every once in a while.

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LIBRARY
CURRENT SERIAL RECORD

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DALLAS, TEXAS
January 15, 1944
No. ~~25~~ 3

Radio Round-up

on food...

For Directors of
Women's Radio Programs

We Bring You

IN THIS ISSUE

* THAT OUR CHILDREN MAY BE WELL FED..... how it is possible to *
* establish school lunch programs through local initiative and *
* cooperation. *

* * * * *

* A SWEET THOUGHTThe civilian population will be using *
* more jams, jellies, marmalades and fruit butter during the *
* next six months. *

* * * * *

* DO YOU WONDER why persons who eat in restaurants are allowed *
* as many ration points as those who eat at home? ...There are *
* reasons why this is both fair and necessary. *

* * * * *

* MORE YEAST FOR BAKING THIS YEAR....Civilians will get almost *
* 229 million pounds. *

* * * * *

* CALCIUM CARBONATE is replacing cornstarch in baking powder *
* but housewives won't notice any difference. *

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* BEST BUYS IN FRESH FRUITS AND VEGETABLES....currently *
* available in many Southwestern retail markets. *

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US Department of Agriculture
Food Distribution Administration

-----THAT OUR CHILDREN MAY BE WELL FED-----

When school started last fall, quite a few sponsors of the school lunch program stepped right up and entered into an agreement with the Food Distribution Administration providing for the serving of nutritional lunches to thousands of children who might otherwise have been handicapped by "hidden hunger".

However, late reports show that there are still many schools in the Southwest eligible for school lunch programs which do not have them. Perhaps there are some in the area served by your station.

Local school boards, state departments of education and boards of affairs are usually the sponsors. They enter into an agreement with the Food Distribution Administration under which the FDA guarantees reimbursement up to a specified amount of the purchase cost of the foods used in the lunch program.....depending upon the type of lunch served.

It may interest your listeners to know that groups such as veterans organizations, nutrition committees, service and civic clubs and others can lend assistance as co-sponsors. They can be helpful in initiating the program, in getting volunteer workers, contributions and attending to other parts of the work involved.

Any of your listeners wishing more detailed information about school lunches can obtain it from the state representatives of the Food Distribution Administration.

The names of those representatives and their addresses are:

Arkansas	William K. Dunlap, 426 Donaghey Building, Little Rock
Colorado	Charles W. Lilley, Room 407 Security Life Building, 310 Fourteenth Street, Denver (Acting)
Kansas	Paul E. Phillips, 611 Central Building, Topeka
Louisiana	G. Chester Freeman, P. O. Box 1166, Baton Rouge
New Mexico	Ralph E. Van Hoorn, 212 Korber Building, Albuquerque
Oklahoma	Leo W. Smith, 408 Midwest Building, Oklahoma City 2,
Texas	Ethan L. Upshaw, 603 Littlefield Building, Austin

-----FOR THE SWEET TOOTH-----

Americans will be spreading their bread with more jams, jellies, marmalades, and fruit butter for the next six months, according to an announcement made by the War Food Administration.

In effect, by June 30, 1944 consumers will have used about 56 million pounds of jam, 200 million pounds of jellies, 100 pounds of marmalade, and more than 50 million pounds of apple butter.

The allocation of fruit spreads is made according to the pack year (July 1, 1943 to June 30, 1944) rather than the calendar year because total supplies cannot be estimated until the summer's harvest is well in view.

About 27 percent of the fruit spreads will follow our armed forces to the various parts of the world. Allies and friendly nations will have only about 3 percent of the total supply...and approximately 1 percent will go in the Red Cross prisoner-of-war packages.

Although last fall's production of fruit spreads in general was relatively abundant, the jam pack was hit by the poor harvests of strawberries, peaches, apricots, and sour cherries. Strawberry crops have suffered because of the man-power shortage...so much labor is required in the growing and handling of this crop. Short harvests of the other crops resulted from unfavorable weather conditions.

On the other hand, there are large quantities of grape jelly, plum preserves, and citrus marmalade on the market. In addition, blackberry, raspberry, and youngberry jam should be easy to find.

You might remind your listeners that the citrus marmalades are among the most plentiful and, as you know, they are the only ones that do not require ration stamps.

-----EATING OUT VERSUS EATING IN-----

Many homemakers who have a hard time serving nutritious meals on their allotment of ration coupons, have been wondering why those persons who eat in restaurants are given the same number of ration points as those who are eating at home all of the time.

Perhaps the complainers haven't seen both sides of the story. So, let's take the side of the restaurant manager. Although his customers don't have to surrender ration stamps to him when they order meals, he has to surrender ration coupons for the food he buys the same way the homemaker does. The restaurant owner is allowed a certain number of ration points each week. The average eating place has a little over 9/10ths of a brown stamp point for one meal per person. And this must include all the butter, fats and oil as well as cheese and canned fish that he serves. Let's see how many points a pat of butter will take. Butter is 16 points a pound and it can be cut in about 64 squares. Each square will average about 1/4 of a point for each person. So you see, that leaves 3/4ths of a point for all of the

other brown stamp foods that the customer orders in that meal. And he surely can't buy much meat for $3/4$ ths of a point.

So the restaurants, as well as homemakers, have to resort to ingenious ways of making their rations last. Hotels and restaurants have meatless days when they serve poultry, fresh fish, and vegetable plates. And many restaurants solve their problem by closing one day during the week.

Then there's another argument which some people are giving about the unfairness of the rationing system. On the basis of $9/10$ ths of a brown stamp for each person every meal, the restaurant would average 18 points for every person per week...and people eating at home all of the time have only 16 points a week.

First of all, very few homemakers serve all 21 meals a week to every member of the family. Usually, the man of the house eats at or near his office or plant, and the children either eat at school or carry lunches that require very few brown stamps. And many families eat on the average of one meal out during the week, so the homemaker with her 16 points is really better off than the restaurant manager with 18 points a week.

When it comes to the subject of unrationed foods, restaurant managers have problems similar to homemakers. For instance, they have to cut down on milk when there is a shortage. In fact, some restaurants encourage their adult customers to order tea or coffee instead of milk.

Some of your listeners who think the rationing system is unfair may become more open minded if they realize that restaurant managers have their problems, too.

-----SOMETHING NEW HAS BEEN ADDED-----

Probably you've read that calcium carbonate is now being used in some baking powders in place of cornstarch.

No doubt you've been wondering if this change makes any difference in the leavening action of the baking powder. War Food Administration officials tell us that the calcium carbonate used is a precipitated calcium with a density equal to that of cornstarch and has the same general effect on baked products.

Tests to date show that it has an identical raising capacity, so homemakers should use the same baking powder proportion as usual. It has been found that there is no change in the taste or looks of the finished product. In fact, the only apparent difference to the homemaker is the label on the box of baking powder, which includes calcium carbonate instead of cornstarch.

* * * * *

* . BEST BUYS IN FRESH FRUITS *
* . AND VEGETABLES *

*
* In principal Southwestern retail markets, based *
* on comparative abundance and relatively low price *
*
* * * * *

Good quantities of fresh fruits and vegetables to help housewives meet the all-important Basic Seven nutritional requirements in planning meals are available in most Southwestern markets despite the normal mid-winter slump in supplies of locally grown produce.

Stocks of oranges and grapefruit are approximately at the peak and many markets have received large shipments of those other two important citrus fruits, lemons and tangerines. Irish potatoes continue plentiful and other vegetables generally available include carrots, cauliflower, cabbage, sweet potatoes, and turnips.

Best buys by states are as follows:

ARKANSAS Spinach, Irish potatoes, oranges, sweet potatoes, grapes, grapefruit, cabbage, cauliflower, locally-grown turnips.

COLORADO Oranges, cauliflower, grapefruit, Irish potatoes, carrots, cabbage, sweet potatoes, apples.

KANSAS Oranges, grapefruit, apples, cauliflower, locally-grown turnips, beets, carrots, spinach.

LOUISIANA Irish potatoes, carrots, oranges, grapefruit, tomatoes.

NEW MEXICO Grapefruit, oranges, cauliflower, head lettuce, Irish potatoes, celery, cabbage.

OKLAHOMA Oranges, grapefruit, lemons, lettuce, Irish potatoes, sweet potatoes.

TEXAS Northern Section: Irish potatoes, spinach, rutabagas, sweet potatoes, collards, turnips, oranges, grapefruit.

Southwestern Section: Locally grown greens, cabbage, oranges, grapefruit, carrots, Irish potatoes, sweet potatoes, rutabagas.

Western Section: Irish potatoes, carrots, grapefruit, oranges, head lettuce.

By principal markets:

ARKANSAS	<u>Pine Bluff:</u>	Locally-grown turnips, spinach, sweet potatoes, grapes, oranges.
	<u>Little Rock:</u>	Oranges, grapefruit, cabbage, cauliflower, lettuce, celery.
COLORADO	<u>Denver:</u>	Oranges, cauliflower, carrots, grapefruit, Irish potatoes, cabbage, apples, sweet potatoes.
	<u>Pueblo:</u>	Oranges, tangerines, grapes, lettuce.
KANSAS	<u>Wichita:</u>	Oranges, grapefruit, apples, cauliflower, locally-grown turnips, cabbage, carrots.
	<u>Hutchinson:</u>	Oranges, grapefruit, apples, cauliflower, locally-grown turnips, cabbage, spinach.
	<u>Topeka:</u>	Celery, Irish potatoes, oranges, grapefruit.
	<u>Larned:</u>	Irish potatoes, cabbage, turnips, oranges, grapefruit.
LOUISIANA	<u>Baton Rouge:</u>	Irish potatoes, carrots, oranges, grapefruit.
	<u>New Orleans:</u>	Oranges, grapefruit, tomatoes, Irish potatoes.
NEW MEXICO	<u>Albuquerque:</u>	Grapefruit, oranges, cauliflower, lettuce, Irish potatoes.
	<u>Carlsbad:</u>	Carrots, oranges, grapefruit, lettuce, Irish potatoes, cabbage.
	<u>Santa Fe:</u>	Grapefruit, oranges, lettuce, celery, cabbage.
	<u>Gallup:</u>	Oranges, grapefruit, carrots, Irish potatoes, lettuce.
OKLAHOMA	<u>Ardmore:</u>	Oranges, grapefruit, lettuce, lemons.
	<u>Oklahoma City:</u>	Irish potatoes, grapefruit, oranges, sweet potatoes.

TEXAS Fort Worth-Dallas: Grapefruit, Irish potatoes,
rutabagas, sweet potatoes,
spinach, collards, turnips,
beets, carrots.

Houston: Oranges, grapefruit, cabbage,
Irish potatoes, miscellaneous
greens.

Beaumont: Sweet potatoes, Irish potatoes,
rutabagas, carrots, cabbage,
oranges, grapefruit.

San Angelo: Oranges, lettuce, carrots.

Amarillo: Irish potatoes, grapefruit,
carrots.

-----CIVILIAN YEAST SUPPLIES ARE RAISED-----

Civilians should have slightly more yeast for baking this year, according to the allocation for 1944. They will receive almost 229 million pounds of compressed yeast during the year.

This will be more than 9 out of every 10 pounds of the total supply. Our armed forces will receive nearly 16 million pounds and a small percentage will be exported to American Territories and to our Allies, and other friendly nations.

This kind of yeast...known as compressed yeast...comes in the familiar small package usually sold in grocery stores. Of course, part of this supply is made into large packages for bakeries and other institutions who use it on a large scale.

Cane and beet molasses are the bases on which compressed yeast are now grown. First, the yeast cells are separated from the liquid which remains when the sugars and other nutrient materials have been absorbed from the culture medium. Then the separated yeast cells are cooled and passed through large presses where they are compressed into cakes. These cakes contain about 30 percent yeast solids and 70 percent moisture.

Dry Active Yeast:

Dry active yeast, too, will be allocated in 1944. However, this kind of yeast is used more for shipment overseas than for civilians here in the United States because it does not require the refrigeration needed for compressed yeast. United States military and war services will receive almost two-thirds of the total supply. Nearly all of the remaining third will be used for exports. Civilians will receive only a very small amount since their needs are met in the large allocation of compressed yeast.

Although dry active yeast is essentially dehydrated compressed yeast, it is specially manufactured for overseas shipment and long

storage. Its commercial growth and its dehydration are carefully controlled and, like other dehydrated products, it can be reconstituted and used in a similar way to the fresh product...it is an active agent for baking purposes.

Nutritional Yeast:

The third kind of yeast...nutritional yeast...includes both yeast grown on molasses and brewers yeast. No doubt, it received its name because of the valuable food nutrients. It contains 40 to 55 percent protein and about 35 percent carbohydrates. In addition, it is rich in vitamins B₁, B₂, calcium, iron, phosphorus, copper and other nutritional ingredients.

The type of nutritional yeast that is grown on molasses is known as primary grown yeast. After the yeast cells are placed in the cultures, they feed and grow at a rapid rate. In fact, a batch can be grown in from 6 to 24 hours. The cells divide and multiply and are dried carefully and prepared for marketing.

The yeast produced as a by-product of the brewing industry is similar to the primary grown yeast except it is grown on grains instead of molasses, and it is non-alcoholic. The production of this type of yeast uses millions of pounds of food supplies that would otherwise be wasted. It is dehydrated on drum driers and marketed in the same manner as primary grown yeast.

Civilians will receive 8 million out of every 11-1/2 million pounds of nutritional yeast. It will be available in powdered form which can be used in soups, meat loaf, baby foods, and countless other foods. And another important use of this yeast is for tablets... or pep pills as they are called. American prisoners in Axis camps are receiving them, and tens of millions of them have already been produced and sent to our Allies.

-----ENRICHMENT DATE POSTPONED-----

In the December 18 issue of Round-Up we announced that white flour used in all types of yeast raised products made by commercial bakeries must meet certain enrichment standards by January 16, 1944.

Since then, manufacturers of niacin, one of the vitamins in the enrichment program have had difficulty in obtaining raw material to make enough niacin to cover the requirements. Therefore, the War Food Administration postponed the effective date for enrichment until May 1, 1944 when supplies of niacin are expected to be adequate.

Amendment No. 5, covered other provisions besides enrichment. However, this latest amendment (No. 6) affects only the enrichment provisions of the previous amendment.

LIFE OF J. P. ...
CUPP ... RECORD

DEPARTMENT OF AGRICULTURE

on food...
For Directors of

I N T H I S I S S U E

US Department of Agriculture
Food Distribution Administration

-----MORE FOOD FOR SCHOOL LUNCHEES-----

A new rationing plan has been announced by the Office of Price Administration which should assure more generous amounts of food for school lunch programs. Under the old program, allotments of food for school lunches were based on the amount of food used in December 1942.

The revised plan is based on the number of persons served during the months of January and February and will put schools in a different category from other institutions. The new allotments are sufficient to provide the "A" and "B" lunches which FDA encourages for the school children's noon meal.

In case you've forgotten, here are the contents of "A" type lunch. It includes at least one-half pint of fresh whole milk as a beverage; a two ounce serving of a protein rich food; one cup of vegetables or fruit or one-half cup of each; one or more slices of bread made of whole grain or enriched flour or cereal; two teaspoons of butter or of margarine with added vitamin A. Type "B" lunch must include the same amount of milk and bread but one half the meat or meat alternates, one half the vegetables or fruits and one half the butter or margarine.

On the monthly basis, this new allotment should be sufficient to provide one and one half a pound of meat per child and one half a pound of butter or margarine. This meets the requirements set up by the Bureau of Human Nutrition and Home Economics for 20 to 22 school lunches a month.

You can help in this program by urging the school representatives to go to their ration boards as soon as possible to get their allotments. When they go to the ration board, they should know the number of children to whom the school expects to serve meals during the months of January and February. The schools under contract with FDA should state the type of meals they plan to serve.

Those schools that are not under contract with FDA should be prepared to give detailed information on the kind of meals to be served and the amount of food needed. The importance of petitioning as soon as possible should be stressed.

-----YES, WE HAVE SOME COFFEE AND COCOA-----

Your coffee-loving listeners can rest assured about the coffee situation for the next three months.

If the shipping conditions and production remain the same throughout 1944, the average civilian may expect about four pounds more coffee... and one-half a pound more cocoa...than he had in 1943. If our expected civilian coffee supply could be divided equally among every man, woman, and child in the United States, each person would get about 488 cups of coffee...slightly more than one cup a day. This means an average of a little over 13 1/2 pounds of roasted coffee per person.

Civilians will get approximately 80 percent of the total coffee supply. The remaining 20 percent will go to United States military and war services.

Over 70 percent of the cocoa is allocated for consumers. Cocoa is vital for our armed forces because of its products...Chocolate bars and chocolate beverages, which are highly regarded as important foods. The Red Cross requirements have gone up because of an increase in the shipments of prisoner-of-war packages which contain cocoa in some form.

-----FOOD FOR THE PEARL HARBOR OF THE CARIBBEAN-----

In several recent Round-Up stories we have mentioned that a small part of our food supply has been allocated for U. S. Territories. Although this term is very vague, the percentage is usually so small that we haven't thought it worthwhile to give you the number of pounds of each food going to each possession. However, we thought your listeners might be interested in knowing about the food situation on one of these islands.

Since Puerto Rico guards the eastern approaches to the Panama Canal, it is known as the Pearl Harbor of the Caribbean. And in addition to this important task, Puerto Rico furnishes us with several of our popular foods.

We rely on her mainly for sugar. We raise only about 1/3 of the sugar we consume in this country...the rest comes from Puerto Rico and Cuba. In addition, we depend on this island for molasses, pineapple, rum and tobacco...but sugar is by far the most important import. When we buy these items from Puerto Rico we keep thousands of workers employed there.

In turn, they are dependent upon foods from the United States. In ordinary times, they produce about 60 to 65 percent of their own food. Their most important imports from us are rice, codfish, dry beans, lard, pork fat backs, canned meats, wheat and corn flour, tomato paste and sauce. For example, they ordinarily use about 10 thousand tons of rice a month.

Near Starvation When Supplies Cut Off:

Therefore, during the height of the Atlantic submarine sinkings, the people of Puerto Rico almost reached the starvation point. The 30 thousand tons of staples per month from the United States went down to a low of 1800 tons during the month of September 1942.

This became such a problem that the Agricultural Marketing Administration, which later became the Food Distribution Administration, began to buy food for Puerto Rico. At this time, large boats were not to be had, so a land and water route for transporting food was devised. Tiny schooners and open motor boats were used to take food from Florida to the tip of Cuba. It was taken across Cuba by rail and truck, carried from Cuba to Haiti where it was carried by boat to Puerto Rico and distributed to the people there.

You can imagine the time and money it took for this complicated method of transportation. So, when the submarine menace died down, the cheaper water route was again put in operation.

As soon as we got back to the necessary 30 million tons of staple foods, we began to send them medicines, manufactured goods, machinery, seeds, fertilizer and other items which they needed. The foods and other items which we are sending Puerto Rico are really lifesavers for the people there. And it's to our benefit to have the boats come back filled with sugar and other foods we need.

-----AN AMERICAN LOOKS AT BRITISH FOOD-----

Last week the Round-Up carried a story about "eating out" in the United States. Here is some information on eating problems in Britain, reported by Mr. George Biggar. Mr. Biggar, who is assistant to the vice-president of radio station WLM, recently made an observation trip to Britain at the invitation of the British Ministry of Information.

According to Mr. Biggar, the usual eating periods in hotels and restaurants in England are breakfast, 7:30 to 9:30 A. M; lunch, 1:00 to 2:30 P. M; tea around 4:00 to 5:00 P. M. and dinner after 7:00 P. M. Places comparable to our lunchrooms and soda fountains seem to be lacking... there are very few places to get between-meal snacks.

A breakfast menu might look somewhat like one from the United States, but the ingredients in several of the foods vary considerably. Usually there is a choice of porridge or corn flakes; bacon or sausage and scrambled eggs or herring; bread or toast and tea or coffee.

That sounds like one of our breakfast menus, doesn't it? But let's look at the ingredients. The sausage is about half soybean meal and quite bland. The scrambled eggs are made from American dried eggs and are good if prepared appetizingly...but few hotel chefs know the trick. Mr. Biggar tells us that he had only one hard boiled egg while in England and two fried eggs in Scotland.

Dinner usually starts with a soup...then the main course with two vegetables as a maximum. This includes goodly portions of potatoes and such vegetables as cabbage, Brussels sprouts, beans or carrots.

The bread is always the same because it is made from a national formula...national wheatmeal flour with wheat flour of 85 percent extraction, imported white flour, oat products, barley, rye, milk powder and calcium. The loaves of bread look like what we call "Vienna" loaves.

Instead of having a choice of pies and ice cream for dessert, British restaurants and hotels usually offer some unfamiliar "not so sweet" dessert or cheese and crackers. The meal usually ends with coffee in the hotel lounge or the living room of a home.

Many offices serve coffee in the middle of the morning. You are asked "black or white" If you say "white", hot milk is added to the coffee, as the sale of cream is illegal. Coffee has never been rationed

in Britain but tea is rationed to 2 ounces per adult each week.

Mr. Biggar talked with British homemakers about their rations. Adults are allowed weekly about 25 cents worth of beef, pork or mutton, which is a little over one pound of meat with bone, 8 ounces of cooking fats, butter and margarine of which 2 ounces must be cooking fats and not over 2 ounces of butter; 4 ounces of ham or bacon; 2 pints of milk per week; 8 ounces of sugar; 3 ounces of cheese (more for certain classes of workers); 3 shell eggs a month and the equivalent of a dozen dried eggs every four weeks.

Canned meats and condensed milk are under the point system as they are here. While Mr. Biggar was over there, 12 ounces of sweets and chocolate were allowed each person during a four week period. Expectant and nursing mothers and small children are given priority for milk, eggs, oranges and orange juice concentrate.

Of course, there are some foods that aren't rationed. These include oatmeal, potatoes, root and leafy vegetables, apples, bread, coffee, dressed poultry and rabbits, liver and sweet breads and fish.

Lemons, pineapples and bananas are unobtainable. Mr. Biggar tells about giving a lemon to one woman in England. When she thanked him for the lemon, she said, "It's been over two years since I've seen a lemon. Tonight we'll have lemonade and we'll each have a sip or two".

-----THE "A" AWARD---BADGE OF MERIT FOR FOOD PRODUCTION-----

A beautiful green banner with an "A" on it may soon be floating over at least one food processing plant in the area served by your station. If so, that banner will be a symbol of achievement, and the processing plant over which it flies will have cause to be proud of it as evidence of its distinguished service in helping win the war.

Because of the vital role the food processing industry is playing in the war, and in recognition of the splendid contribution of food processors and their employees to the war effort, the War Food Administration has established the "A" Award for those plants with outstanding records of service.

The "A" Award is on a par with the Army-Navy "E" Award as a recognition of merit, and will be awarded to those processing plants which meet certain high standards of excellence in their operations, with emphasis placed on ingenuity, resourcefulness and cooperation with the government. Nominations of processing plants to receive the award are now being considered by the Food Distribution Administration.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

In Retail Markets of the Southwestern States, on the Basis
of Comparative Abundance and Relatively Low Price.

Cabbage and Irish potatoes are credited with being the two most popular vegetables and deserve to be on the basis of nutritional value. Cabbage is a versatile food which is equally good when served as a cooked vegetable or as a raw salad, and potatoes can be served in so many ways that they are a challenge to the ability and ingenuity of a good cook.

Fortunately, cabbage and potatoes are relatively plentiful in many markets of the Southwest just now, along with oranges, grapefruit and ---in some marketing centers---carrots, lettuce and celery. These and other current "Best Buys" by states, are as follows:

ARMANSAS Irish and sweet potatoes, locally grown greens,
carrots, grapefruit.

COLORADO Cabbage, Irish potatoes, oranges, grapefruit,
tangerines, lettuce, broccoli, spinach.

KANSAS Oranges, grapefruit, lettuce, carrots,
celery, turnips, Irish potatoes.

LOUISIANA Irish potatoes, oranges, grapefruit, cabbage.

NEW MEXICO Irish potatoes, cabbage, lettuce, turnips,
grapefruit, celery, cauliflower.

OKLAHOMA Irish potatoes, oranges, grapefruit, lettuce,
sweet potatoes.

TEXAS Cabbage, carrots, Irish potatoes, oranges,
grapefruit, sweet potatoes.

"BEST BUYS" IN NEW MARKETS:

ARKANSAS Pine Bluff: Irish and sweet potatoes, locally grown greens, carrots, grapefruit.

COLORADO Denver: Cabbage, broccoli, carrots, Irish potatoes, grapefruit, oranges, lettuce.

Pueblo: Oranges, grapefruit, tangerines,
carrots.

KANSAS Topeka: Oranges, grapefruit, lettuce,
carrots, celery.

Hutchinson: Irish potatoes, cabbage, oranges, turnips.

Wichita: Oranges, grapefruit, Irish potatoes, cabbage, sweet potatoes.

LOUISIANA Shreveport: Cabbage, Irish potatoes, oranges, grapefruit.

New Orleans: Oranges, grapefruit, Irish potatoes.

Baton Rouge: Oranges, carrots, Irish potatoes.

NEW MEXICO Albuquerque: Irish potatoes, lettuce, turnips, grapefruit.

Santa Fe: Irish potatoes, cabbage, lettuce.

Fort Sumner: Celery, lettuce, tomatoes, cauliflower.

Tucumcari: Irish potatoes, cabbage, lettuce, celery, grapefruit.

OKLAHOMA Ardmore: Oranges, grapefruit, lettuce.

Oklahoma City: Irish potatoes, oranges, grapefruit, sweet potatoes.

TEXAS Fort Worth-Dallas: Irish potatoes, sweet potatoes, rutabagas, oranges, grapefruit,

Beaumont: Irish potatoes, sweet potatoes, cabbage, oranges, grapefruit, lettuce, turnips.

Houston: Irish potatoes, carrots, lettuce, oranges, grapefruit.

San Antonio: Cabbage, carrots, mustard greens, spinach, Irish potatoes.

San Angelo: Carrots, lettuce, bananas.

-----AND PASS THE AMMUNITION-----

With the large amounts of pork on the market these days, and the extra ration stamp that's allowed for pork, homemakers are naturally using more of the pork products, and this means that they will have more household fats than before. Therefore, they should be able to use ideas on the best use of these fats.

Of course, the fat that isn't needed should be taken to the grocery store but some of it can be used at home to save butter, margarine and other cooking fats. For instance, bacon grease gives a delicious flavor

to muffins...especially bacon muffins. And some men prefer biscuits made with ham grease. These fats can be used in frying eggs, potatoes or apples.

A delicious way to fix liver is to dredge it with flour and then brown it in bacon fat. Reduce the heat and cook until tender in a covered pan. Serve the liver with slices of bacon over the top. Bacon fat added to morning waffles should add an unusual, yet pleasing flavor too, or you might suggest that they add bacon fat when cooking vegetables.

If the homemaker uses these fats in every possible way and still has some left, she should take them down to the grocery store. In case she's forgotten the procedure, you might remind her that she needs a clean tin can to hold the salvaged fat. Because of breakage, glass containers are not acceptable and because the renderer salvages the tin cans after the fat has been removed. Fats that are discolored, burned, highly flavored or strong in odor, are not disqualified...they are just as acceptable as clean fats.

At the present time, the one-point brown stamp is the only one the homemaker receives for her household fats but she will get two of these stamps and four cents for every pound of fat she takes to the grocer. She may use these stamps at any store selling meats, fats and oils. When the tokens become valid, they may be given in change and used in payment for household fats.

The whole procedure is quite simple...not even a form to fill out. Every homemaker should agree that it's worth her while to take used fats to the grocery store when she realizes their value in making ammunition for our fighting men. For instance, every point of used cooking fats that she saves, will produce enough glycerine to fire four 37 mm anti-aircraft shells...and the same amount will produce enough glycerine to manufacture one-half pound of dynamite.

-----GETTING AN EARLY START-----

Around this time of the year, it's time to remind homemakers to dig out their old pressure canners and get them ready for the canning season. It might not occur to many women to start thinking about pressure canners when their Victory Gardens haven't even been planted but, this year there is a special reason for starting early.

If the canner has to be sent back to the manufacturer, it should be sent within the next month if possible. Manufacturers say that they can handle repair jobs faster if they receive the canners right away. By March 1st they will be working hard on the 1944 lot of new canners and won't have much time for repair jobs on the old models.

Of course, all pressure canners don't have to be sent to the manufacturer. Urge your listeners to check the canner first to see if anything is wrong with it. When a gage seems to register incorrectly, nine times out of ten, it's only because the safety valve is clogged with food and grease and homemakers can remedy this situation at home. All they have to do is to remove the safety valve and soak it in vinegar

for a short time. If this doesn't remove all the dirt, a string should be pulled through the opening.

The gage of every canner should be checked every year before canning time with a master gage or special kind of thermometer. In some states, home demonstration agents or home management supervisors have these instruments and can help with the testing. Some local dealers are able to check gages for homemakers.

If there is no way of getting it checked near home, tell your listeners to unscrew the gage and send it to the manufacturer. It must be packed very carefully however, because it is a precision instrument and can't stand hard knocks or bangs. When the gage is tested and ready to be put back on the canner, use plumber's paste (litharge and glycerine) on the threads to be sure of a tight seal.

Even though the War Production Board has authorized the manufacture of 400-thousand pressure canners for 1944, every old canner that can be put into good condition is needed. Since a pressure canner is recommended for all the common low-acid vegetables (except tomatoes) and the vegetables pickled before canning, it's important that homemakers have their canners in "tip top" condition...ready and waiting for the first vegetables from their Victory Gardens.

In case your listeners would like more detailed information about the care of pressure canners, tell them to write to the Office of Information, United States Department of Agriculture, Washington 25, D. C. and ask for the bulletin, "Care of Pressure Canners".

-----MORE SEEDS FOR VICTORY GARDENERS-----

Victory Gardeners and farmers will be glad to know over 70 percent of the record crop of vegetable seeds will go to civilians. The increased number of gardens last year meant more vegetable seeds were planted than ever before, therefore, our seed growers were spurred on and produced the largest crop of vegetable seeds in history.

Since seeds produce so much food in proportion to the small amount of space they take, they make excellent form of food for export purposes. So, civilians will share the total supply of vegetable seeds with U. S. military and war services, our Allies and liberated areas, U. S. Territories, Red Cross and friendly nations. A small percentage is for contingency reserves to meet emergencies that may arise as the war progresses.

Some of the seeds shipped abroad have gone by steamer...others by plane. An airplane can carry the equivalent of five hundred bushels of rutabagas in a pint jar, and five tons of tomatoes in a one ounce package. Indirectly, we are helping ourselves by sending other countries these seeds. The more vegetables they grow from these seeds, the more self-sufficient they become.

American seeds are accompanying our armed forces all over the world. Fighters in remote outposts, like New Caledonia, cultivate many gardens. In these gardens they are able to grow some of their favorite vegetables from back home.



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APR - 8 1944

DALLAS, TEXAS
January 29, 1944
No. 5

Radio Round-up

on food...

For Directors of
Women's Radio Programs

* HOW ...AND...WHY ...FOOD IS A WAR WEAPON *

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* IMPORTANT FACTS AND INFORMATION FOR HOUSEWIVES *
* GLEANED FROM HOME FOOD PRESERVATION CONFERENCE *
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* OUR FOOD'S NO LONGER ANONYMOUS *
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* THERE'S LOTS OF CABBAGE --- SO THERE'LL *
* BE MORE KRAUT *
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* "BEST BUYS" IN FRESH FRUITS AND VEGETABLES, *
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* A FORECAST OF UNRATIONED FOODS WHICH SHOULD BE *
* RELATIVELY ABUNDANT DURING FEBRUARY *
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US Department of Agriculture
Food Distribution Administration

-----AMERICAN FOOD TO THE RESCUE-----

"American food is one of the most powerful resources on our side in this global struggle. On all fronts, on every ocean and every continent, American food is being employed as a major element in the grand strategy of the United Nations".

So says Roy F. Hendrickson (former director of FDA, now deputy director general of the United Nations Relief and Rehabilitation Administration).

American food helped Britain hold on during the dark days of 1940... It helped the Red Army turn the tide at Stalingrad...and it played an important part in the Tunisian and Sicilian campaigns. Our food made the battles easier and cheaper in lives.

As the demands for American food have increased since the war, a system of allocation has been set up. First the American civilians have to be provided with an adequate diet to meet the minimum standards formulated by the National Research Council. Second, our armed forces must be provided with all the food they need.

Mr. Hendrickson has emphasized that the soldier in uniform eats more than he did in civilian life...He needs more. And in addition to meeting his immediate needs, we have to maintain large reserves of food for unexpected wartime needs. At the present time we have the best fed Army and Navy in all history. And of course, we want to continue feeding our armed forces well. The constant repetition of hard tack, corned willy and beans has disappeared from the G. I. menu and a close replica of home cooking has been accomplished.

Today's American fighting man, wherever he may be, gets a good, nourishing, well-balanced ration three times a day.

Food For Our Allies:

The third requirement for American food comes from our Allies and other groups engaged in direct war effort.

Mr. Hendrickson says, "Hitler could not offer food; he had to take it away to feed his own starving 'supermen', Japan has forced the Chinese to leave their rich coastal area and scratch a scanty living from the hills and plateaus. The United Nations are already shipping some food into Hitler's fortress Europe."

Mr. Hendrickson gave Greece as an example of the countries we are helping. As Greece has very few resources, the Germans feel no responsibility for feeding these people. As Greece was not a part of the Nazi war machine, the Allies agreed that limited quantities of these essential supplies would not aid the enemy.

Therefore, early in 1942, arrangements were made through diplomatic and military channels...and in March, 1942 the first ship left with flour, medicine, and vitamins for Greece. Now there are about 3 ships leaving

every month...carrying grain, foodstuffs, medicine, clothing, wheel-chairs, artificial limbs, and other vital necessities for the unconquerable Greeks. These ships cross the ocean with lights ablaze and special flood-lights on the flags....The flag of Sweden and the flag of the International Red Cross. At the present time these ships are carrying approximately 12 million pounds of food every month from the United Nations...not counting the medicine and other necessities.

Each nation that we take back from the enemy brings with it a responsibility for relief. It is estimated that it will take 10 to 15 years to repair the ravages of famine in Greece, especially among the children and young people. In the Pacific island area the problem is not so acute because of the rich and productive soil. But we will find many people in China looking to the Allies for food and medicine.

Mr. Hendrickson says: "We are not trying to feed the world. We are trying to furnish large enough quantities of food in the right places to shorten the war and make easier the jobs of building a good peace."

A Problem in Division:

Information about large amounts of American food being shipped to our Allies and friendly countries has caused some U. S. consumers to wonder about the available civilian supply.

In a recent address, Dr. Norman Leon Gold, Chief, Civilian Food Requirements Branch, Office of Distribution, WFA, emphasized that civilians were still receiving adequate amounts of food. Dr. Gold said:

"Each year new records in total agricultural production have been achieved. As a result the out-put of food also made new records. It is true that the military needs expanded and the Lend-Lease program grew. But civilians got their fair share and in fact, the major part of the food; over 95 percent in 1941, over 85 percent in 1942, and somewhat over three-quarters of the total in 1943.

"Moreover, because total supplies were expanding each year, the 1943 civilian share was very little different from the 1941 supply. On a tonnage basis, commercial food supplies were probably greater in 1943 than in any other year in our history. On a nutritional basis, the 1943 record shows improvement in every essential nutrient."

As far as we can see, we will continue to be very well fed in 1944. We will continue to have about 75 percent of all the food produced in this country. In fact, about 90 million tons of food will be distributed to domestic channels during 1944. In order that the civilian food supply can be divided into equal shares, rationing has been necessary.

According to Dr. Gold, foods are rationed because (1) the quantity available is very much below our customary consumption levels or (2) because the consumer demand at ceiling prices is far in excess of the available supply. For instance, the average consumer would probably buy 160 to 170 pounds of meat during the year if he could get it. But only 132 pounds are available for each civilian so meat rationing will keep the demand close to the supply.

Consumers would buy at least 30 percent more canned goods than currently can be made available...if canned goods were not rationed. We have only three-fourths of the cheese that consumers would like to have.

Another step that has to be taken in order to insure an equal distribution of civilian foods is the arrangement of food for special groups...such as school lunch programs, workers in industry, babies, mothers and invalids. About 4 million children are getting a fully-rounded, nutritious noon meal under the School Lunch Program. This will pay dividends for years to come. Special canteens have been established for industrial workers. Already approximately 8 million workers are getting extra energy through these meals or snacks.

A third problem in distributing civilian food is the problem of getting large quantities of food in the areas where it is needed the most. For instance, the population of some states has increased considerably since the beginning of the war...so the food needs have increased. Spreading the food equitably to all consumers is obviously the objective.

Food Released:

From time to time, releases of food from the government set-asides or stockpiles supplements civilian food supplies. When this happens, an effort is made to pass these supplies into the civilian market through normal channels.

Dr. Gold said that our own domestic consumption has increased considerably since the beginning of the war. Compared with the pre-war average for 1935-39, the record of 1941 and 1942 shows an increase of 13 percent in meat consumption, 54 percent in poultry consumption and 15 percent in egg consumption. In the peak year of consumption since 1939, canned fruit juice sales nearly doubled and other canned fruits went up about 25 percent.

Dr. Gold ended his talk with a word about post-war planning. "Back in the 1930's we used to talk about the challenge of under-consumption. We used to think that it would need millions of additional acres of land to supply the increased billions of pounds of food that civilians would consume if given the opportunity. That theory is much more of a proven fact now. It offers a great promise to us for the post-war world. It establishes objectives for a good and lasting peace."

-----REPORT OF THE HOME FOOD PRESERVATION CONFERENCE-----

Probably you have been hearing about the conference on home food preservation held in Chicago between January 13-15. There were so many important recommendations by the various committees that we couldn't possibly tell you about all of them, but we have chosen a few of the most important points to give you in outline form.

1. Safeguards essential in home food preservation

Warning should be given against oven canning because of danger from explosions and danger of underprocessing.

While the open kettle method is generally satisfactory for making relishes, preserves and jams, it is not recommended for canning any food, whether tomatoes or fruits, non-acid vegetables, meat, fish or poultry.

The boiling water bath (when the jars are completely covered with boiling water throughout the processing time) is recommended for tomatoes, tomato juice, rhubarb, fruits and fruit juices. Only the steam pressure canner, correctly used, is recommended for all low-acid vegetables and meat, fish and poultry.

2. Home canning supplies and equipment.

Recommendations were made that homemakers be given detailed step-by-step instructions for using all jars and other home canning equipment. Many of the canning accidents last summer came from women not understanding how to use the wartime models of jar tops and pressure canners. Homemakers should follow the manufacturer's instructions to the letter.

3. Community canning centers.

It was felt that all agencies engaged in educational programs on the food front should assist in the organization and development of community food preservation programs where the need and interest exist.

4. Supplementary methods of food preservation.

Additional methods of food preservation may be divided into four groups...cellar storage, salting, dehydration and freezing.

Cellar storage is a method that requires little purchased equipment. It is mainly for bulky products as potatoes and other root vegetables.

Salting is adapted to preserving meats and non-acid vegetables such as cabbage, snapbeans, corn and greens.

Drying of food for home use consists of placing the prepared products in the sun, in the oven, over the stove or in the attic until sufficiently dry for storage. Dehydration is the method of drying fresh fruits and vegetables in a specially designed tight fitting box under controlled temperature, humidity and air-flow.

Quick freezing and holding of certain foods in the frozen condition is probably the most satisfactory method of food preservation from the standpoint of conserving nutritive values, palatability and appearance.

5. A co-ordinated program in home food preservation.

State and county meetings on food preservation were planned in order to promote a common understanding and plans of action. In addition, plans were made to keep the general public informed regarding programs and achievements of the food preservation program.

-----ALL DRESSED UP, READY TO GO PLACES-----

Packages of American food for shipment overseas are "all dressed up" with new labels.

During the past year the FDA (now Office of Distribution, War Food Administration) has designed a standardized package label for food being shipped abroad. Previous to this, American foods were not identified so that the Russian, Arab, Greek, Italian or French or other recipients would know that the food was from the United States. The food went in cans or cartons with the contents, weight, lot number and contract number, and sometimes, with trademarks familiar only to Americans...but no real identifying design on the label telling that it was American food.

So, the War Food Administration developed a design which gives credit where it is due, based upon, but not actually utilizing the American flag. Lend-Lease however, already had a symbol, involving the actual flag which they wanted on all Lend-Lease foods. This complicated matters because at least 38 out of our 48 states have laws or statutes forbidding the sale of any goods with the American flag as a trademark, and it sometimes happens that food originally intended for Lend-Lease is finally distributed in the United States to meet an emergency or because Lend-Lease requirements change with changes in the battle areas.

If the American flag were on the label, the produce would have to be repackaged before it could be distributed in the United States. As a result, the Lend-Lease symbol cannot be used on any foods except those which positively will not find their way into the domestic trade.

The symbol designed by WFA is in red, white and blue, making it typically American. In addition to the English language, identification and instructions for use are in as many as 14 foreign languages on a single package so the package can be easily identified by the people receiving the food...no matter where they are or what language they speak.

-----DRIED APRICOTS FOR HOSPITALS-----

Part of the 1943 pack of dried apricots...previously reserved for the armed forces and other war uses...has been released for civilian hospitals. Dried apricots are important for hospitals because of the large amounts of vitamin A and iron they contribute to the diet. They are especially suited to the soft diet required for many hospital patients, and they add color and variety to the limited range of foods permitted on this type of diet.

Civilian hospitals will be eligible for dried apricot allotments based on the average number of patients served daily in 1942. Hospitals in Arkansas, Colorado, Kansas, Louisiana, New Mexico, Oklahoma and Texas desiring allotments should apply to the regional Office of Distribution, WFA, 425 Wilson Building, Dallas 1, Texas.

-----MAKING PLANS FOR THE CABBAGE CROP-----

Recently, the kraut industry advisory committee and the WFA met to discuss ways and means to turn some of the southern cabbage crop into kraut.

Last year, there was not much kraut for civilians because the cabbage for kraut crop was the smallest on record, and about 90 percent of this amount was taken by the armed forces. On the other hand there is an extremely large production of cabbage expected in the Southern states this year, so consumers will be glad to hear that WPA is taking steps to encourage the manufacture of some of this indicated record crop for kraut to meet the demands for this product.

The kraut packers indicated that the suitability of Southern cabbage for kraut making would be improved if the growers would leave the cabbage in the fields until it matured and hardened.

-----THE DARK CLOUD-----

This is the tapering off time of the year for meat production, so point values have been raised for most cuts of beef, lamb and veal. There won't be as much meat available to homemakers during February as they were able to buy during the months of December and January.

OPA officials tell us that the total retail meat supply in January was approximately one billion, six hundred million pounds...the February supply is estimated about 2 hundred million pounds less. Approximately half of the February supply will be pork...beef will make up the next largest proportion.

Most pork cuts, except the choicest pieces which are becoming relatively scarce, will remain at the same low values. Loin roasts, center and end chops and tenderloin are raised one point.

Beef steak cuts are raised two points per pound. Most of the other cuts of beef, including roasts and steaks are increased one point. Veal, lamb and mutton items also show an increase of from one to two points.

Cheeses are Up:

All cheese made a substantial jump in point values. This is because of the great consumer demand in relation to the supply. For example, the demand for cream cheeses has been running about 50 percent higher than the amount that is allotted to civilians. Therefore, the February brown stamp chart lists cheddar cheese as 12 points, cream cheese, creamed cottage cheese and neufchatel at 10 points and Swiss, Munster and Bleu up to 12 points a pound.

Although record breaking hog slaughterings have brought large amounts of lard to the market, great quantities are needed for war purposes as a substitute for the relatively scarce vegetable oils. During the past couple months purchases of lard exceeded the amount allotted for civilians by about 12 percent.

Therefore, the increase of one point...which brings lard up to three points a pound...is expected to bring the demand closer to the civilian supply.

The best point value news for February is the four point cut in canned salmon and all other canned fish except oysters.

Most of the February news of brown stamp foods may have been disappointing to the homemaker. But she will be glad to know that the point values of all major canned vegetables are reduced.

Among the canned fruits that have been reduced are cranberries and sauce, grapefruit, apricots, plums and prunes. Applesauce, fruit cocktail, peaches and pears have been raised in point value. Asparagus, all dry varieties of beans, soybeans, fresh shelled beans, beets, corn, spinach, green leafy vegetables, mixed vegetables, mushrooms, and tomatoes lead the parade of the vegetables that have been reduced in point value.

Introduction please:

Frozen baked beans are appearing in most grocery stores where there are facilities for frozen foods. As these are relatively new to the majority of women, they need an introduction. You may wish to remind your listeners that these beans are a great time saver because they're already cooked...they just need to be heated and served. And another thing in their favor is that they are ration free.

In Retail Markets of the Southwestern States, on the Basis
of Comparative Abundance and Relatively Low Price.

Plentiful supplies of fresh vegetables continue to move to market from commercial truck areas and this fact, plus prediction by the U. S. Department of Agriculture that barring unforeseen bad weather there will be lots of green produce available for civilian consumption during February and March should be good news to meal-planners.

Vegetables now reaching the stores and markets of the Southwest are part of a large winter truck crop which may break all records. Cabbage is heading the list of abundant vegetables and seems likely to be the leading "best buy" for some time to come. Also plentiful are Irish potatoes from

"Best Buys" in fresh fruits and vegetables by states:

TEXAS North Central Section: Cabbage, Irish potatoes,
cauliflower, oranges, grapefruit, sweet potatoes.

Western Section: Irish potatoes, sweet potatoes, turnips, carrots, oranges, grapefruit.

KANSAS Hutchinson: Cabbage, oranges, grapefruit, Irish potatoes, turllips.

Wichita: Cabbage, turnips, oranges, Irish potatoes.

Topeka: Tangerines, grapefruit, oranges, celery, Irish potatoes.

LOUISIANA Shreveport: Cabbage, carrots, Irish potatoes, oranges, grapefruit.

New Orleans: Irish potatoes, oranges, grapefruit, tangerines, cabbage.

Baton Rouge: Cabbage, oranges, grapefruit, Irish potatoes.

NEW MEXICO Albuquerque: Oranges, grapefruit, tangerines, lettuce, cabbage, Irish potatoes, turnips, carrots.

Roswell: Grapefruit, cauliflower, carrots, turnips.

Las Cruces: Apples, oranges, grapefruit, Irish potatoes, cabbage, turnips, lettuce.

OKLAHOMA Oklahoma City: Cabbage, Irish potatoes, oranges, grapefruit.

Ardmore: Oranges, grapefruit, apples, carrots.

TEXAS Houston: Cabbage, Irish potatoes, spinach, oranges, grapefruit, carrots.

Beaumont: Cabbage, Irish potatoes, sweet potatoes, oranges, grapefruit, lettuce, rutabagas.

Fort Worth: Irish potatoes, cabbage, cauliflower, oranges, grapefruit, sweet potatoes.

San Antonio: Carrots, turnips, cabbage, spinach, oranges.

San Angelo: Irish potatoes, sweet potatoes, oranges, grapefruit.

Amarillo: Turnips, Irish potatoes, carrots.

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* L O O K I N G A H E A D *
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* Unrationed Foods Which Should be *
* Relatively Abundant During February *
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Cabbage	Citrus marmalade
Eggs	Wheat breads
Irish potatoes	Rye bread
Fresh oranges and grapefruit	Enriched or whole wheat flour including self-rising and processed
Canned green and wax beans	Cereal breakfast foods
Frozen vegetables (excluding corn, peas, and lima beans)	Soya products, including flour, grits and flakes
Peanut butter	Biscuits and crackers.

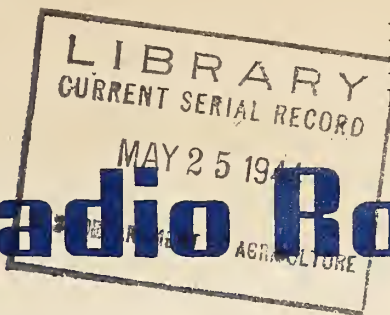
-----RESTRICTION OF CHEESE-FDO 92-----

In order to obtain the most efficient use of the nation's milk supply, the WFA has issued FDO No. 92.

This order restricts production of all types of cheese except cheddar, pot and bakers, to the quantity produced in 1942, so that the milk supply may be further conserved. (Deliverers of cottage, pot and bakers' cheese already have been limited under the milk conservation order...FDO 79). This action leaves only one kind of cheese...American cheddar...with unlimited production.

WFA officials say that it is hard to predict the exact effect this order will have on the civilian supplies of cheese, because of the variable conditions such as weather, total milk output, and the effect of other milk orders. However, civilians have been receiving and are now getting about 30 million pounds of cheddar cheese a month. In addition, during 1943 they received an average of 17 1/2 million pounds of cheese other than cottage and cheddar each month.

After February first the average quantity ¹⁶ of other than cheddar available for civilians is estimated around 2 million pounds a month.



DALLAS, TEXAS
February 5, 1944
No. 6

Radio Round-up on food...

For Directors of
Women's Radio Programs

CIVILIANS
WILL GET SLIGHTLY MORE
THAN POUND OF BUTTER MONTHLY

BAKED BEANS FOR THE BUSY HOME-MAKER
POSSIBLE THROUGH THE WONDER OF FREEZING

SERVICE MEN AND CIVILIANS WILL GET COMMERCIALLY PRODUCED
"A" VITAMIN - - 63 PER CENT OF TOTAL SUPPLY IS FOR THE "HOME
FRONT" AND REMAINDER FOR WAR PURPOSES AND EMERGENCY RESERVE

BONDS AND STAMPS WILL BE PRIZES IN MENU CONTEST

"BEST BUYS" IN FRESH FRUITS
AND VEGETABLES

US Department of Agriculture
Food Distribution Administration

-----BUTTER ALLOCATION-----

U. S. citizens - civilians plus the men and women in the armed forces - will get 94 out of every 100 pounds of the 1944 butter supply. Civilians will be allowed slightly more than a pound of butter a month for the present year. (This does not mean that each homemaker's ration of butter will be limited to a pound a month. This is just a per capita average--some civilians will naturally have more butter and others less).

Although this is less than the amount of butter allowed civilians last year, the difference is so slight that the average person won't notice the change. It is a decrease of only about one-third of a pound per person over the year.

As allocations are based on estimated supplies, they are definite for only 3 months at a time although they are planned tentatively for the total year.

The figures may be revised upward or downward according to changing situations. For instance, the War Food Administration is working now to halt the trends which are diverting milk away from butter. Last week an order was issued to restrict the production of all cheese other than cheddar (cottage, pot and bakers' cheese were already limited) to 1942 levels. Some of the milk conserved by this action may be re-diverted to butter.

If other trends to divert milk away from butter are stopped and if farmers reach the 121 billion pound milk goal, set for 1944, the butter supply may be larger than now estimated.

During 1944, the allocation for the armed forces and for the war services will provide almost one-half pound of butter a week for every man. The figure was worked out by using the Army ration as a base. Although this quantity is a slight decrease in the amount of butter allowed for each serviceman, the total allocation of butter for the armed forces is much greater than the allotment for 1943--about 120 million pounds more.

This increase was necessary because of the growing size of the armed forces. The war services allocation has also been increased because some of the supplies going to post exchanges and contract schools which formerly came out of the civilian allocation, will now come out of the military allocation.

About one out of every 100 pounds of American butter will go to Alaska, Hawaii, Puerto Rico, the Virgin Islands, the Red Cross, some friendly nations where American workers are doing construction work and to the contingency reserve.

Also a small percentage of our butter supply goes to the Russian armed forces. This quantity does not meet Russia's requirements--not even their military requirements--but only the amount the U. S. can reasonably supply in view of their other needs. Almost all of the butter sent there is distributed to front line shock troops and to military hospitals.

Russia is the only one of our Allies to whom we send butter under Lend-Lease. Great Britain is able to import her requirements from other countries under reverse Lend-Lease and our armed forces receive about 20 million pounds of butter a year from Australia and New Zealand.

-----BAKED BEANS --- 20TH CENTURY STYLE-----

A modern dinner of baked beans is not such a problem for the present day homemaker as it was in grandmother's day.

Many of today's homemakers are doing a war job in addition to their regular home duties. So, they will be glad to hear about frozen baked beans. These beans are ration free, you know. By using these frozen baked beans, a busy homemaker can prepare a traditional dish of baked beans in a few minutes.

Of course, the method of cooking varies slightly with the different brands. Some of them have molasses added--and others may be packed with tomato sauce. However, all of them have been cooked thoroughly--they just need to be heated. If your listeners prefer to heat them on the top of the stove, suggest that they put the package of frozen beans in a sauce pan with 2 tablespoons of water.

Some homemakers will prefer to serve the frozen baked beans in the traditional way--that is, in a piping hot bean pot just out of the oven,

For additional flavor, some homemakers will want to add molasses, chili sauce, mustard or onion while heating the beans. Slices of bacon across the top of the bean pot will not only add flavor to the beans, but also make a more attractive dish.

Don't attempt to refreeze them. Better results will be obtained if they are used right away. Heat them in the covered sauce pan slowly for about 15 minutes.

-----VITAMIN A ALLOCATION-----

A recent announcement by WFA reported that civilians will receive more than 63 percent of the total 1944 commercial production of vitamin A which is about the same amount as they received in 1943.

As servicemen get most of their vitamins through a nutritionally balanced diet, only about 4 percent of this vitamin allocation will go to the U. S. military and war services. Export and shipments to our Territories, Allies and other friendly nations, and a contingency reserve for emergency war purposes require about 33 percent of the supply.

Vitamin A is one of the most important nutrients because it aids in the prevention of night blindness.

It is especially vital to our flyers and war workers on the night shift. Naturally, most nutrition-minded homemakers try to follow the Basic Seven chart which suggests foods that supply sufficient quantities of vitamin A. The main foods naturally rich in vitamin A are the yellow and green vegetables,

liver and eggs, and butter. But synthetic vitamin A is needed to enrich some of the foods that are not naturally rich in this vitamin. For instance, synthetic vitamin A is needed to fortify margarine.

In addition, it is used for other food enrichment and pharmaceutical uses especially for babies. Carotene -- a pro-vitamin A extracted from plant sources, is also used to some extent.

-----HERE AND THERE ON THE FOOD FRONT-----

Raisins For Civilians:

An addition of 54 million pounds of raisins from the 1943 crop will be made available to civilians through the regular trade channels.

This makes a total of 336 million pounds of raisins released to civilians from the 1943 pack. The new allocation is being made to civilians because the present supply of raisins will fill military, civilian and Lend-Lease requirements.

Fats and Oils Allocated:

Civilians will have about the same quantity of fats and oils during 1944 as they averaged during the last 6 months of 1943. Approximately 44 pounds of edible fats and oils will be available per person throughout the year.

The present estimates indicate that there will be slightly more than 12 billion pounds available for allocation. Over two thirds of this total will be used as food and divided like this--69 percent for civilians, 9 percent for military and war services, 21 percent for our Allies, and one percent to be set aside as a reserve. A large part of the fats and oils allotted to non-food purposes will be used in the manufacture of soap.

Victory Recipe Menu Contest:

Seven hundred dollars worth of War Bonds and Stamps will be given for the prize-winning recipe menus in a contest conducted by the American Federation of Labor in cooperation with the War Food Administration.

This is in keeping with WFA's program for better nutrition and proper use of food. The contestants will have to write a menu for one entire day planned around the Seven Basic Food Groups, and include a recipe for the principal dinner dish.

The contest ends April 30, 1944. The judges include a representative from the WFA, two nationally known food columnists, a consultant of the Agricultural Research Administration, and an officer of the American Dietetic Association.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

In Retail Markets of the Southwestern States, on the Basis
of Comparative Abundance and Relatively Low Price.

Home-makers who wisely include salads in their menus because of the splendid nutritive value they afford, are finding good supplies of the necessary fruits and vegetables available in most markets in the Southwestern states.

Stores and markets generally have good quantities of such important salad ingredients as head lettuce, celery, the citrus fruits, carrots and cabbage. The last named---cabbage---which affords the greatest food value when eaten raw, is particularly abundant. And of course there are lots of Irish potatoes for making that old favorite, potato salad. People who like onions in their salads are likely to be disappointed, however, since onions are far from abundant.

Current "best buys" in fresh fruits and vegetables by states:

ARKANSAS Cauliflower, cabbage, spinach, grapefruit,
oranges, turnip greens, green beans, Irish
potatoes, sweet potatoes.

COLORADO Grapefruit, oranges, Irish potatoes, lettuce,
beets, cabbage, carrots, cauliflower, sweet
potatoes, turnips.

KANSAS Carrots, head lettuce, celery, oranges,
grapefruit, Irish potatoes.

LOUISIANA Carrots, oranges, cabbage, turnips,
grapefruit, tomatoes.

NEW MEXICO Oranges, grapefruit, lettuce, Irish potatoes,
carrots, turnips, cabbage.

OKLAHOMA Oranges, lettuce, grapefruit, Irish potatoes,
tomatoes, sweet potatoes.

TEXAS North Central Section: Cabbage, bulk turnips,
carrots, Irish potatoes, grapefruit, oranges.

Southeastern Section: Irish potatoes, turnips,
beets, rutabagas, spinach, sweet potatoes,
cabbage, lettuce, carrots, oranges, grapefruit.

South Central Section: Cabbage, carrots,
turnips, Irish potatoes, oranges.

Western Section: Irish potatoes, sweet potatoes,
oranges, grapefruit, carrots.

In key Market areas:

ARKANSAS	<u>Pine Bluff:</u>	Turnip greens, green beans, oranges, Irish potatoes.
	<u>Little Rock:</u>	Cauliflower, oranges, grapefruit, cabbage, spinach.
COLORADO	<u>Denver:</u>	Cabbage, carrots, grapefruit, oranges, Irish potatoes, cauliflower, turnips.
	<u>Pueblo:</u>	Carrots, lettuce, oranges, grapefruit.
KANSAS	<u>Larned:</u>	Grapefruit, apples, Irish potatoes, celery, carrots.
	<u>Topeka:</u>	Carrots, head lettuce, celery, oranges, grapefruit.
	<u>Hutchinson:</u>	Citrus fruits, Irish potatoes, lettuce, carrots, cabbage.
	<u>Wichita:</u>	Citrus fruits, Irish potatoes, cabbage, carrots, lettuce.
LOUISIANA	<u>Baton Rouge:</u>	Cabbage, carrots, oranges, Irish potatoes.
	<u>New Orleans:</u>	Oranges, grapefruit, Irish potatoes, tomatoes, cabbage.
	<u>Shreveport:</u>	Cabbage, turnips, carrots, oranges, grapefruit.
NEW MEXICO	<u>Albuquerque:</u>	Grapefruit, oranges, lettuce, Irish potatoes, carrots, turnips.
	<u>Gallup:</u>	Grapefruit, oranges, Irish potatoes, turnips, carrots.
	<u>Santa Fe:</u>	Grapefruit, lettuce, Irish potatoes, cabbage, turnips.
	<u>Roswell:</u>	Grapefruit, oranges, carrots, turnips.
OKLAHOMA	<u>Ardmore:</u>	Oranges, lettuce, grapefruit, Irish potatoes.
	<u>Oklahoma City:</u>	Oranges, grapefruit, Irish potatoes, sweet potatoes, tomatoes.
TEXAS	<u>Fort Worth:</u>	Irish potatoes, grapefruit, oranges, bulk turnips, carrots, cabbage.

Houston: Turnips, beets, spinach, Irish potatoes, rutabagas.

Beaumont: Cabbage, lettuce, Irish potatoes, sweet potatoes, carrots, turnips, oranges, grapefruit.

San Antonio: Cabbage, carrots, turnips, Irish potatoes, oranges.

San Angelo: Irish potatoes, sweet potatoes, oranges, grapefruit.

Amarillo: Carrots, Irish potatoes, grapefruit.

-----MORE EGGS FOR CIVILIANS-----

This year our egg production is expected to amount to almost 45 billion eggs -- Yes, three and three-quarter billion dozen eggs. Out of this total supply, civilians will be allotted 75 percent. The other 25 percent -- or one out of every four eggs produced will go to our armed forces, U. S. Territories, our Allies, the Red Cross, and liberated areas.

According to the way our egg supply has been divided, each civilian should have almost an egg a day during 1944. In fact, we civilians will have 349 eggs on a per capita basis, as compared to 345 eggs last year, and an average of about 300 eggs for the years between 1935-39.

Eggs and egg products are playing an important role in the war. Dried eggs are being used extensively on every battle front by the U. S. armed forces and Allies. Along with other dehydrated foods, eggs helped break the submarine blockade of England because they made it possible for one ship to do the work of four or five. In addition, Russia is now using American dried whole eggs extensively to supply military needs.

-----SLICING THE CHEESE-----

This year our total supplies of cheese for civilians will average a little over 4 pounds per person. This means we can use cheese at about the same rate we have been using it since rationing began.

Although civilian supplies of cheddar cheese will remain about the same, other types of cheese going to civilians will be slightly less than last year.

Six percent of the total cheese supply will be set aside in a reserve to meet emergency civilian and war requirements and to allow for possible shifts in production estimates. Civilians in the U. S. Territories will be allotted about the same quantity as they ate in 1943---about 6 1/2 million pounds.

The amount of cheese allocated for servicemen is increased about 5 million pounds. In addition, it is estimated that about 65 million more pounds of cheese will go to our Allies and the Red Cross. Most of the Red Cross cheese will be used to feed the U. S. prisoners of war. Escaped

prisoners have stated that the weekly Red Cross food packages not only maintain morale, but life itself.

-----ALLOCATION OF CONDENSED AND EVAPORATED MILK-----

The civilians share of evaporated and condensed milk for 1944 will remain about the same as under rationing during the past several months.

About 53 out of every 100 pounds of evaporated milk have been allocated for domestic consumers. This means that there will be slightly more than 13 1/2 pounds of evaporated milk for each civilian--or this breaks down to about 15 of those 14 1/2 ounce cans. A little less than three-fourths of the total supply of condensed milk has been allocated for civilians. Of course, some people use a great deal more canned milk than others. So, therefore, the per capita estimates give the total supply picture more than they show actual levels of consumption.

U. S. military and war services will receive 23 out of every 100 pounds of evaporated milk. This is 379 million pounds more evaporated milk than they received last year. The increased military allocation reflects primarily an increase in the number of men overseas. As soldiers leave the U. S. the fluid milk which they have been drinking must be replaced by such dairy products as evaporated milk and milk powder which can be exported satisfactorily.

Smaller quantities of condensed and evaporated milk have been allocated for export to our Territories, Russian liberated areas, friendly nations, the Red Cross, and British military services overseas.

For Directors of
Women's Radio Programs

LIBRARY
MAY 15 1944
U.S. DEPARTMENT OF AGRICULTURE

US Department of Agriculture
Food Distribution Administration

---PEKIN AND PEORIA ---AND FOOD PRESERVATION---

Within the past few weeks probably you have been hearing reports about a national community food preservation conference. Some reports have mentioned Pekin, Illinois while others have told about a conference at Peoria, Illinois. The use of two names may have been confusing so we thought we'd try to give you the facts as to exactly where and when the conference was held.

As a matter of fact, the community food preservation conference at Pekin and Peoria were one---that is, meetings were held at both places from January 17th through January 28th. The main conferences were conducted at Peoria, but the cannery at Pekin was used as a training center where people participating in the conference were given actual practice in operating the equipment and canning food.

The national food preservation workshop training conference was sponsored by the Office of Distribution, The Extension Service, and the Office of Education. It brought together representatives of the various agencies and groups interested in community food preservation in order to discuss program planning. In addition, it actually trained those attending to conduct similar workshops at regional and state levels.

Highlighted at the conference was the need of organized effort for directing programs on a state-wide basis for the purpose of giving full coverage to all communities, to obtain the proper type of equipment, and the best arrangement for maximum production in any one unit.

An interesting fact brought up at the conference is that five universities represented have already taken steps to establish canneries on their campuses where supervisors of community canneries as well as students at the universities can obtain training in setting up and operating centers.

Dean Chapman of the University of Georgia, one of the speakers, brought out a number of interesting facts regarding the community food preservation program in Georgia which began about 16 years ago. He stated that there are now more than 500 community food preservation centers in operation in that state. Last year they were used by one-third of all the families in the state.

He pointed out that food preservation in the home is thought of as a woman's work. In community canneries, however, the whole family participates as was shown in a recent Georgia survey---50 percent of the work was done by women, 35 percent by men, and 15 percent by children. The participation of the whole family not only lifts the burden from the homemakers shoulders but provides a social benefit in bringing together families of the neighborhood in a common effort.

One of the far reaching benefits provided in community food preservation centers in Georgia, which other communities might well consider when setting up their centers, is that of making it possible for the low income groups who are in greatest need of the nutritional benefits of such a program to do their canning without any cash outlay, usually be leaving a percentage of the finished product as a toll. This food is then made available for school lunch programs.

You might suggest to your listeners that the most effective way of getting a community canning center organized is to find a civic or other group to act as a sponsor.

The sponsor usually takes the initiative in planning the project and organizing the community, often through a general community meeting at which a committee is elected. When available it is well to include on such a committee a business man or woman, a trained home economist, a vocational agricultural teacher, an engineer, a newspaper publisher, a health officer or physician and members of civic organizations, gardens clubs, school boards and local government.

Within the near future a bulletin on community food preservation centers will be distributed by the Office of Distribution. This will include more detailed information about the actual planning and operation of the centers. We will let you know when copies of this bulletin are available.

-----SAVE THOSE EGG CARTONS-----

Eggs are plentiful. More eggs mean more egg cartons in many homes. Ask your listeners not to destroy them. Salvaging egg cartons is more important than most folks think it is.

Probably the easiest way to salvage egg containers is to add them to the waste paper collection. Then the cartons will be re-processed along with the rest of the waste paper.

However, before a homemaker relegates empty egg cartons to the waste paper collection, it would be a good idea for her to check with her local grocer. There is a good chance he'll be interested in having clean, undamaged cartons make another, or several more trips as egg containers.

The egg men are faced with a real problem when it comes to getting egg cases (they hold 30 dozen and the cartons one dozen).

---RICE ALLOCATION---

The civilian share of rice will be about 6 pounds per person during 1944, or slightly less than the per capita consumption during recent years.

This means that civilians will have approximately 7-1/2 million 100-pound bags, or about 42 percent of the total supply of milled rice. Civilians will share the total prospective rice crop with the U. S. military and war services, our territories, our allies, and liberated areas.

Our military forces and war services have been allocated 6.8 percent of the supply.

About 45 percent of the crop will go to our territories and our allies, other friendly nations and liberated areas, to offset drastically curtailed supplies from principal rice-growing areas of the world. For instance, rice is a major item in the diet in Hawaii, Puerto Rico, and the Virgin Islands---and we expect to meet their minimum requirements for this year.

In the pre-war days, China, India, Burma and Thailand contributed the largest proportion of the world's rice supply. Even in 1942 only slightly more than one percent of the world production of rice was from the United States. But today, the tables are turned. We are exporting rice to Canada, Cuba, the Caribbean defense zones, Hawaii, Puerto Rico, Alaska, Russia, and other friendly nations. And in addition to this, American rice growers are supplying the needs of the armed forces and the home front.

-----WHAT A DIFFERENCE A YEAR MAKES-----

It has been almost a year since fats and oils went on the ration list. Within that time American homemakers have been adjusting their cooking habits according to their allotment of ration stamps. As fats and oils were included on the same color ration stamps with meat, cheese, and canned milk, homemakers had to decide how many stamps to use for each group of foods. Naturally, some homemakers prefer to use more ration points for meats and others would rather buy more fats and oils.

In order to determine what changes the rationing of fats and oils has made in the diet and in the preparation of food, the Bureau of Agricultural Economics recently made a survey in four counties of the Southeastern part of the United States. The people in this area are large users of fats and flour in home cooking. The survey included rural and small town areas, in addition to one large southern city.

Ninety-three percent of the homemakers interviewed had changed their baking, cooking and frying habits since the war. Elderly couples whose health required special food, and rural and suburban families with little cash income but a larger than average quantity of home produced foods were the only ones which reported no change.

Rationing of fats and oils brought about changes in both the methods of frying foods and the amounts of food fried. The most common change in method was to fry with less grease and use the grease over again. Several women said they have been doing more boiling, stewing, or broiling foods since rationing and less frying in order to save fat.

Before the war, ninety percent of the women bought some bread. Others made their own bread. They differed greatly as to the relative proportion of purchased and home baked bread used. About half the ones interviewed had changed their bread habits since rationing.

Most of these people who changed make less bread now. The reasons for baking less bread varied. One homemaker bought more bread in order to cut down on the use of lard so she would have more ration points to buy canned milk for her baby.

The rising cost of shortening, eggs, and other ingredients caused some families to eat more store bread. Some women bake less bread because there were not enough members of the family left at home to make baking worthwhile -- the boys were in the armed forces, and others were working in war plants away from home. But the main reason for less home baked bread was the rationing of fats and oils. In order to have more meat for their families, homemakers had to cut down voluntarily on their purchases of fats and oils.

According to these interviews, a striking decrease in baking cakes and pies has taken place because of sugar rationing, rather than the rationing of butter and shortening. Some of the women said they had made about two or three cakes and pies throughout the past year, while they formerly made these products once or twice a week.

About half of the city dwellers interviewed had too few red-brown stamps to maintain the same cooking practices as before meat rationing.

Most of the rural homemakers, on the other hand, were better off because more of them produced their own lard, butter, and meat. They often had unused points because they didn't like to bother with stamps, and they liked to be self-sufficient and independent of stores and rationing. One rural homemaker proudly said, "I try to live out of my own garden. I have my own vegetables, chickens, eggs, milk, butter, beef, pork, lard and mutton."

The amount of butter bought had decreased in both rural and urban areas since rationing. Shortages of butter in the stores was an important factor, but the main reason for buying less butter was to save points for other foods on the same color stamps.

This survey shows the homemakers in these four counties are patriotically adapting themselves to wartime food conditions.

-----BEST BUYS IN FRESH FRUITS AND VEGETABLES-----

Currently available in most retail markets of the Southwest, based on comparative abundance and relatively low prices.

The preparation of healthful, properly balanced wartime meals calls for careful planning, and in planning meals housekeepers find it pays both in money and health to take advantage of the plentiful, unrationed foods that are available. Fresh fruits and vegetables fall in this class, and cabbage just now is a particularly good example.

There's an abundance of cabbage in the markets now, and it's one of the biggest bargains in food value the meal-planner can buy. Raw cabbage can be prepared in many ways. Raw cabbage can be the basis of practically any salad when combined with other vegetables, and is a splendid source of Vitamin C.

Other outstanding "best buys" presently available include Irish potatoes, carrots, and citrus fruits.

Recommended offerings by states are as follows:

ARKANSAS	Cabbage, cauliflower, miscellaneous greens, oranges, grapefruit, rutabagas, green beans, turnips.
COLORADO	Cabbage, beets, broccoli, carrots, cauliflower, oranges, grapefruit, Irish potatoes, spinach.
KANSAS	Oranges, grapefruit, cabbage, carrots, celery, lettuce, cauliflower.
LOUISIANA	Spinach, carrots, cabbage, turnips, parsley, Irish potatoes, oranges, grapefruit, lettuce.

NEW MEXICO.....Cabbage, oranges, grapefruit, Irish potatoes, lettuce, carrots, cauliflower.

OKLAHOMAOranges, lemons, cabbage, grapefruit, Irish potatoes, sweet potatoes.

TEXAS.....Northern Section: Cabbage, cauliflower, collards, mustard, spinach, turnip greens, beets, carrots, turnips, Irish potatoes, citrus.
Southeastern Section: Irish potatoes, cabbage, lettuce, rutabagas, oranges, grapefruit, celery.
Southern Section: Cabbage, turnips, carrots, beets, oranges.
Western Section: Irish and sweet potatoes, cabbage, cauliflower, grapefruit, carrots.

By Key Markets:

ARIZONA.....Pine Bluff: Rutabagas, cabbage, turnip greens, green beans, oranges, grapefruit, Irish potatoes.
Little Rock: Cabbage, cauliflower, miscellaneous greens, oranges, grapefruit, Irish potatoes.

COLORADO.....Denver: Beets, cabbage, broccoli, carrots, lettuce, cauliflower, grapefruit, oranges, spinach, Irish potatoes.

KANSAS.....Hutchinson: Cabbage, celery, carrots, oranges, lettuce, grapefruit.
Wichita: Carrots, cabbage, lettuce, grapefruit, oranges, celery.
Topeka: Cabbage, grapefruit, oranges, lettuce, celery, cauliflower.

LOUISIANA.....Baton Rouge: Spinach, carrots, Irish potatoes, turnips, parsley, cabbage.
New Orleans: Irish potatoes, oranges, grapefruit, cabbage, lettuce.
Shreveport: Cabbage, turnips, carrots, oranges, grapefruit.

NEW MEXICO.....Albuquerque, Gallup,
Las Vegas, Santa Fe: Grapefruit, cabbage, oranges, lettuce, carrots, Irish potatoes.
Las Cruces: Cabbage, lettuce, carrots, Irish potatoes, oranges, grapefruit.
Roswell: Cabbage, cauliflower, oranges, turnips.
Baton: Irish potatoes, oranges, grapefruit.

OKLAHOMA.....Lawton: Cabbage, oranges, lemons, grapefruit.
Oklahoma City: Cabbage, Irish potatoes, sweet potatoes, oranges, grapefruit.

TEXAS.....Fort Worth: Cabbage, cauliflower, collards, mustard, spinach, turnip greens, turnips, beets, carrots, oranges, grapefruit.
Beaumont: Irish potatoes, cabbage, lettuce, rutabagas, oranges, grapefruit.
Houston: Cabbage, Irish potatoes, oranges, grapefruit, lettuce, celery.
San Antonio: Carrots, cabbage, turnips, beets, oranges.
Amarillo: Cauliflower, grapefruit, cabbage, carrots.
San Angelo: Irish potatoes, sweet potatoes, cabbage, oranges, grapefruit.

--- MORE SOYA PRODUCTS REACHING SOUTHWESTERN STATES ---

Interest in soya products is increasing as greater quantities of these important foods reach grocery stores in the Southwest.

From time to time as you will recall, we have included in the "Roundup" information about soya products and in view of the increasing interest in them we shall continue to do so.

One of the products, soya flour, is a basic ingredient for many other soya food products. As a matter of fact, the principal part of the soya products which civilians will share in 1944 will consist of soya flour.

Most of the soya flour which will be available for civilian use during the current year will be contained in ready-prepared foodstuffs. Some bakers blend it with wheat flour in making bread and other bakery products, and it's also mixed with some breakfast cereals. Another use is in the preparation of dry soup powders, pancake mixes and other products.

There are numerous commercial brands of soya flour for household use now being sold. The soya flour is packed in cartons of 1 pound or more with instructions how it can be used to prepare appetizing and highly nutritious home-cooked dishes.

Soya flour is too concentrated to use straight, so it may be mixed with breakfast cereals, home-baked bread or cakes or in meat and egg dishes. When it's eaten like this, it will supply much of the day's protein requirements. And, like soya grits, it can be combined with cornmeal or other corn products, and used in spoon bread and similar dishes, or mixed in meat loaf, soups and stews; omelets or cheese dishes.

One of the greatest uses for soya flour is to increase the protein and mineral content of bakers bread, macaroni and other manufactured cereal products. Soya flour ordinarily contains 40 to 50 percent of high quality protein which may be used to fortify and supplement the protein of wheat flour.

It has been found that the addition of 10 percent soya flour to patent wheat flour triples the biological efficiency of the protein of the wheat flour.

Bread made of a mixture of white wheat flour and 3 to 10 parts of soya flour can hardly be told in taste or appearance from bread made from white flour

alone. Similar or larger percentages may be used to increase the protein and mineral properties of macaroni products.

Pancake flour containing various percentages of soya are in demand in a number of areas although most of them have been on the retail market less than a year. These include soya pancake and waffle mixes, ready for immediate use.

The principal difference between soya flour and soya grits is that the latter is more coarsely ground and screened. Soya grits, like soya flour, usually contain 40 to 50 per cent protein.

-----DIVIDING THE POWDERED MILK SUPPLY-----

Powdered milk both dried skim and dried whole milk will continue to be used mainly for war purposes during 1944. The need for dried milk is acute in England, Russia, and many other countries. About 260 million pounds of skim milk powder and almost 57 million pounds of whole milk powder have been allocated to Great Britain, Russia, liberated areas, U. S. territories and U. S. prisoners of war (through the Red Cross).

U. S. Military and war services will receive approximately 58 million pounds of skim milk powder and 54 million pounds of whole milk powder. This is more of both types of dried milk than they consumed last year.

Although the large part of dried milk supply will go for war purposes civilians will continue to receive millions of pounds of both types of dried milk in the form of enriched bread and other bakery products, soups, candy, ice cream, and baby foods. In fact, civilians have been allocated 158 million pounds of dried skim milk and 19 million pounds of dried whole milk in 1944.

-----CUTTING THE FROZEN VEGETABLE BLOCK-----

Now that most kinds of frozen vegetables are point free homemakers will be more interested in them than ever before, and will be glad to hear that the civilian supply of frozen vegetables for the next few months will be larger than ever before.

For the pack year as a whole from last July to next July---civilians will receive 158 million pounds or about 28 million pounds more than they consumed during the year before. The total production of frozen vegetables during the pack year is expected to reach an all time high of 233 million pounds by June 30.

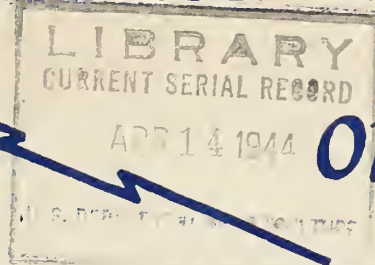
Almost all the rest of the frozen vegetables supply will go to the armed forces. By the end of June they will receive over 74 million pounds for the pack year. During the 1942-43 crop year the armed forces received 32 million pounds. A small quantity, slightly more than a million pounds--of frozen vegetables will be sent to Hawaii during the first half of 1944.

The principal vegetables included in this allocation are snap beans, lima beans, corn kernels, peas, spinach, broccoli, Brussels sprouts, cauliflower, and corn on the cob.





Radio Round-up



on food...

For Directors of
Women's Radio Programs

-----RATIONING PROCEDURE SIMPLIFIED-----

Tokens for simplicity will be part of America's food buying operation beginning Sunday, February 27---for that's the day that those little red and blue rationing tokens everybody has been hearing so much about, will become valid.

Red is used for meats, fats and canned fish. Blue is used for processed foods...and each token will have a value of one point. Mrs. Homemaker will receive them first from her grocer as change for her red and blue stamps in book 4. These stamps, regardless of the value printed on them, will advance on February 27, to ten points each.

It's an easy system really...everything in one book, and tokens for change. And you might tell your listeners that it's like using dimes and pennies...the ten point stamps are dimes, of course, and the token in change, the pennies.

Less confusion seems to be the keynote of the new rationing program...for each group of stamps has a definite expiration date...and the instant they become valid the housewife will know how long they will stay that way...and just when they expire. In this way she can budget her stamps over a definite period of time...so many for so long, and have a more even schedule for meat and processed foods. It makes it easier for her retailer too, because that last minute rush nightmare can be pretty much avoided.

It's Very Simple:

The new system won't be difficult to explain to your listeners. You might ask them to bring their No. 4 book to the radio...turn first to the page of blue stamps and explain thus... First of all, beginning February 27, each red and blue stamp in book No. 4 will have a value of ten points. On that date, the first five blue stamps become valid. A8, B8, C8, D8, E8, they will be valid until May 20. Then on April 1...and the first of every month thereafter...another group of blue stamps become valid. Each group is valid for one month and twenty days.

Now, ask your listeners to turn to the page of red stamps in the No. 4 book. These too, will have a value of ten points each. On February 27, three red stamps become valid... A8, B8, C8. Two weeks later (and every two weeks after that) three more red stamps can be added to the food budget. The first series of red stamps are good until May 20th. The tokens have no expiration date.

Now, one more word. Perhaps your listeners will still have a few Y and Z brown stamps in book No. 3. Well... Y and Z may be used through March 20th. but no tokens will be given in change for these...for their value remains as printed on each stamp.

-----SHARING PROCESSED FOODS-----

Although the food processors have made a gargantuan effort and produced a maximum amount of processed foods during the past year, and hope to produce even more during 1944, more processed food must be allocated to the armed forces and our Allies.

If your listeners like specific amounts and percentages, you can tell them that the government will need 92 million cases of canned vegetables, which is about 70 percent of the total supply.

That means that for civilians there will be less than they have had during the current season and considerably less than they used during the 1941-42 season. In fact, of the twelve fruit items...the supply will be about 17 million cases as compared with 30 million cases last year.

Roughly, we will have slightly more than a half of the amount of fruit. Of the fourteen vegetable items, civilians will have about 104 million cases instead of the 123 million cases they enjoyed last year. That sounds a bit depressing but when the homemaker stops to consider the destination of most of our processed foods, she will cooperate in every way. She may even start a Victory Garden and do her own home canning.

Dehydrated vegetables play an important part in the overseas food program, and the government will need more of them than ever, this year. However, there'll be some changes in the kind of vegetables that will be used. Potatoes take top place as they did last year...and onions and cabbage will form a large part of the shipments over the sea. But there will be fewer beets...not so many carrots.

Slightly More Dried Fruits:

Dried fruits will be slightly more plentiful for civilians and about the same for the Army... But taken as an over-all picture, the demand is still far, far greater than normal. That means, of course, that a large amount of the fresh fruit crop must be allocated to fruit processors.

During the last years, homemakers have been learning the delight, convenience and excellent flavor of frozen vegetables and fruits. The demand for them has grown, and once they have been used in the home, the homemaker usually becomes devoted to them.

Naturally your listeners will want to know just what their prospects are for their continued use will be. Well...the demand for frozen foods will be enormous...far greater than the supply. But the Army will require only 50,000,000 pounds, while the civilians will need 250,000,000 pounds...just five times as much. So it is fairly safe to say that there will be little change in the frozen vegetable situation.

Container Problem:

Then there's the problem of containers. At present we have enough tin and glass to pack all the food needed. However, metal is still critical...and it isn't at all likely that additional items can be added. Therefore, please urge your listeners to conserve tin cans carefully...also glass jars for their home canning. Containers are vital.

We hope your listeners will realize the maximum effort that must be exerted by the processors. They must have enough raw material...and the civilians must have enough fresh fruit and vegetables as well. In order that each will be satisfied, the OPA and the Office of Distribution, WFA will coordinate their

efforts to establish price ceilings to regulate the amount of fresh food for each.

Your listeners are aware that last year the government released and resold to civilians about two and one half million cases from stock. This was due in part, to shifting military operations. At this time, however, the entire government stock has been designated for some war need, and it is not at all likely that any further stocks will be released for civilians.

-----SOYA IN THE SOUTHWEST-----

In many parts of the United States the homemaker has learned to use soya... but in the Southwest many meal-planners who probably include some of your listeners are just beginning their soya education. Perhaps you can help them make the important discovery.

Soya flour and soya grits may be purchased in many stores in one-pound or larger packages. Soya grits are coarser than flour.

A muffin, bread, or meat, to which a small amount of soya has been added tastes just as if it were made with ordinary flour.

You might remind your listeners that soya flour and grits contain no gluten, and therefore must be used with wheat flour in baked foods. Specific recipes are available or small amounts can be used to replace wheat flour...two tablespoons of soya flour in a cup of wheat flour, for example. Soya flour is excellent in all breads, cream soups and sandwich fillings. Soya grits are excellent with meat dishes, fish and vegetable casseroles. Soya flour can also be added in small quantity in making gravies and sauces, but it has no thickening qualities.

Soya's main job is to nourish. It takes lots of moisture and a good deal of seasoning, for it is very mild indeed. But anything containing soya will brown to a rich golden color. So you might tell the homemaker to try it with baked foods and with sausage, fried mush and potato cakes.

Together with the appetizing appearance of the finished dish, the nutritive value of soy protein is extremely important to every member of the family. If your listeners would like recipes...you might suggest Department of Agriculture Bulletin AWH-73, "Cooking with Soya Flour and Grits".

Wins Appreciation After Many Years:

Soya is like an actress who has played bit parts for many years...a player without a press agent, capable of great things, but long unsung. Then suddenly she finds herself well on the way to stardom...her name on many lips.

Soya isn't new, you know... It's as old as civilization. A Chinese Emperor first put it on record nearly three thousand years B. C., and through the centuries it has remained one of China's five sacred grains, mentioned by poets and philosophers.

Chinese missionaries brought soybeans into Europe early in the 1700's and about a hundred years after that it made its debut in America...in Pennsylvania, where farmers discovered it grew very well. Nothing much was done

about it, however, until early in this century, and even then its progress was very slow.

The comparatively small amount used for the table had a beany flavor that people didn't like. But finally in the late thirties this taste had been entirely eliminated. It appeared a bit more often on the family dinner table... manufacturers and farmers had learned its value.

In the last few years, your listeners have been hearing a lot about soya products, but some homemakers have been reluctant to introduce to father and the children any departure from the usual. She knows, vaguely, that soya is a valuable addition to the diet...but perhaps not specifically the reason.

It might be a good idea to tell her again that soya is rich in minerals... contains good supplies of vitamins B₁ and B₂...and that soya flour is one of the richest in protein of all known foods. And don't forget that soya is a protective food...one of the Basic Seven.

-----OVERTIME FOR HENS-----

Hens are working the swing shift these days, like many other good Americans, and are expected to produce 45 billion eggs this year.

This means that Mr. and Mrs. Civilian and all the little Civilians will get on the average of nearly an egg a day....more than enough to supply the minimum of at least four or five eggs a week. That's the nutritional requirement for eggs which are a protective food.

Mrs. Civilian has been aware, with some pleasure, of the gradual decrease in the price of eggs...a decrease which usually continues well into April.

This means that the breakfast egg will be supplemented by eggs used in main dishes at other meals. The clever homemaker will welcome these egg dishes for her lenten menu. Eggs are an excellent alternate for meat. And it's pretty safe to say that the Easter bunny will do a flourishing business at the same old stand.

So why not remind your listeners to whip out the good old card files of recipes...and put this wonderful dividend of fresh eggs to work for her family.

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* * * * *
*
*      BEST BUYS IN FRESH FRUITS AND VEGETABLES
*
*      Currently Available in Most Retail Markets of the Southwest,
*      Based on Comparative Abundance and Relatively low Price.
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Cabbage is king among the best buys in fresh fruits and vegetables. There's lots of cabbage....fresh, green and healthful....in all markets, and thrifty meal-planners are serving it often as a basis for nutritious salads, and in other ways. Cabbage is abundant and low priced because of huge production in the producing areas of Texas, California, Arizona and Florida, and has been designated a national Victory Food Selection from February 24 to March 4.

Other abundant fresh fruits and vegetables include Irish potatoes, carrots, cauliflower, oranges and grapefruit.

Current "best buys" by states include:

ARKANSAS Cabbage, cauliflower, miscellaneous greens, oranges, grapefruit, carrots, sweet potatoes, string beans.

COLORADO Cabbage, carrots, cauliflower, grapefruit, Irish potatoes lettuce, turnips, beets, broccoli, oranges, apples.

KANSAS Lettuce, celery, grapefruit, cabbage, oranges, carrots, cauliflower, Irish potatoes.

LOUISIANA Cabbage, turnips, turnip greens, tangerines, spinach, oranges, grapefruit, Irish potatoes, lettuce.

NEW MEXICO Cabbage, beets, oranges, grapefruit, Irish potatoes, lettuce, turnips.

OKLAHOMA Cabbage, oranges, lemons, lettuce, Irish potatoes.

TEXAS Northern Section: Cabbage, beets, carrots, turnips, Irish potatoes, sweet potatoes, oranges, grapefruit.

Southeastern Section: Cabbage, turnips, beets, carrots, oranges, grapefruit, spinach, green onions, Irish potatoes.

South Central Section: Carrots, cabbage, potatoes, lettuce, oranges.

Western Section: Collards, turnips with tops, mustard greens, Irish potatoes, oranges, grapefruit.

Best buys in key markets:

ARKANSAS Pine Bluff: Turnip greens, cabbage, sweet potatoes, carrots, string beans, oranges.

Little Rock: Cabbage, cauliflower, miscellaneous greens, carrots, oranges, Irish potatoes.

COLORADO Pueblo: Grapefruit, oranges, carrots, cabbage, lettuce, apples.

Denver: Cabbage, carrots, cauliflower, grapefruit, broccoli, turnips, Irish potatoes.

KANSAS Wichita: Cabbage, grapefruit, carrots, lettuce, Irish potatoes.

Topeka: Cabbage, lettuce, celery, grapefruit, oranges, cauliflower.

Hutchinson: Cabbage, oranges, grapefruit, cauliflower, spinach, lettuce, turnips, beets, Irish potatoes.

Kansas City: Cabbage, oranges, grapefruit, carrots, lettuce, Irish potatoes.

LOUISIANA Baton Rouge: Cabbage, turnips, turnip greens, Irish potatoes, tangerines.

New Orleans: Cabbage, Irish potatoes, lettuce, oranges, grapefruit.

Shreveport: Spinach, cabbage, turnips, oranges, grapefruit, Irish potatoes.

NEW MEXICO Las Vegas: Oranges, grapefruit, beets, carrots, turnips.

Las Cruces: Oranges, grapefruit, cabbage, lettuce, beets, carrots.

Deming: Oranges, grapefruit, cabbage, lettuce, Irish potatoes, carrots.

Roswell: Cabbage, oranges, lettuce, carrots, turnips.

Albuquerque: Oranges, grapefruit, cabbage, lettuce, Irish potatoes, squash.
Gallup:
Santa Fe:

OKLAHOMA Ardmore: Cabbage, oranges, lemons, Irish potatoes.

Oklahoma City: Cabbage, lettuce, Irish potatoes.

TEXAS Fort Worth: Cabbage, beets, carrots, turnips, Irish potatoes, sweet potatoes, oranges, grapefruit.

Beaumont: Irish potatoes, cabbage, turnips, beets, carrots, oranges, grapefruit.

Houston: Cabbage, carrots, spinach, green onions, Irish potatoes, oranges, grapefruit.

San Angelo: Collards, turnips with tops, mustard greens, Irish potatoes, oranges, grapefruit.

San Antonio: Cabbage, carrots, Irish potatoes, lettuce, oranges.

* * * * *
*
* FOODS, OTHER THAN FRESH FRUITS AND VEGETABLES, RELATIVELY *
* PLENTIFUL OR IN TEMPORARY ABUNDANCE IN MOST SOUTHWESTERN MARKETS *
*
* * * * *

Canned green and waxed beans, ration-free.

Frozen vegetables, all ration-free except peas, corn and lima beans.

Fresh shell eggs

Frozen baked beans

Peanut butter

Citrus marmalade

Fresh pork, especially variety cuts. Canned green soybeans

Wheat flour and bread

Macaroni, spaghetti and noodles

Breakfast foods.

-----CABBAGE STONAWAY-----

With cabbage taking top honors on the list of abundant foods on the market, and being awarded the title of Victory Food Selection, the homemaker naturally wants to cooperate in every way by using cabbage as frequently as possible. This means searching for new ways to serve cabbage, in addition to the recipes for cooked and raw cabbage and her experiments in combining it with other foods.

Brined cabbage, which tastes like kraut, and stores well for several weeks... is easily and quickly made at home and in small quantities.

The right proportions are eight teaspoons of salt mixed to four pounds of chipped cabbage. Glass jars of the two-quart size make ideal containers, for they hold exactly four pounds of cabbage, and take up very little space. Brined cabbage is ready in about ten days, and is delicious for several weeks...It is another method of using cabbage. It can be prepared well ahead of time...in fact, brined cabbage seems ideal for the kitchenette size family.

Of course, there's the method of using spring cabbage for making kraut in crocks, too. This is more complicated, but it makes larger quantities and keeps longer. The listeners who want specific instructions for the crock method, will be interested in Farmers' Bulletin No. 1932.

Commercial kraut, being processed now, will not reach most markets for some weeks. Most of it will go to market in kegs, although a limited amount will be released in tins. In view of this, your listeners will probably want to try the brined cabbage method at home.

-----FROZEN BUT NOT STATIC-----

The WFA has analyzed the amount of food on hand in cold storage ware houses and packing plants, and the over-all picture shows a definite increase over the amount last year.

Stocks of fresh and frozen fruits are either slightly decreased or remain about the same as last year, but when we examine the comparative figures of butter, and dairy products, we find a sharp rise.

For instance, while there is about nine times the amount of butter stored last year...about half again as much cheese...more than three times as many eggs,

about half again as much frozen poultry, the totals are only a small percent of our 1943 production, such as about 4 percent of the butter, and a little over one percent of the eggs.

Meat, as an over-all picture shows a rapid up trend, too. More than twice as much beef is in cold storage than there was last year, and about three times as much pork. Quantities of lamb now in storage in packing plants and warehouses are greater too than last year.

While the quantities are sharply increased, this amount will be used for military forces and Lend-Lease operations as well as for civilians. And as the war program is stepped up, these commodities are moving out of storage for immediate use, at a speed much greater than that of last year.

With the government purchasing the largest portion of its yearly requirements during the heavy marketing seasons, we just can't get around having greater quantities of food in storage at the present time. For instance, the heavy live-stock marketing season has been in progress for several weeks. Government purchases must be heavy now so in the slack marketing season, government war needs can be filled without drawing on rather low supplies later this spring and summer.

Butter stocks are high now compared with this time last year. But here again the government bought heavily last summer when production was high to meet war requirements this winter. In fact, the government has not bought any butter since last October and will not buy again until April. All the butter production is going to civilians during that period.

-----YOU WEEP WITH 'EM AND WEEP WITHOUT 'EM-----

Lately our onion tears have been caused by the conspicuous absence of onions...and by this time most homemakers would gladly shed tears if they could find onions to cause them.

The commentator will have good news for her listeners this week, on the subject of these sadly missed but not forgotten flavor-uppers...for the previous little new green onions are making a triumphal entry into markets all over the country, and will have an unusually hearty welcome this spring.

Of course, there are always some people who firmly believe that the little spring green onions are good only as a salad ingredient or an appetizer. Stress the fact that this variety of onion is wonderful in cooked dishes, too, for onion flavor. As a matter of fact, when used in scalloped potatoes it has a flavor all its own unequalled by the dried variety...as a matter of fact, the spring green onion can be used almost anywhere, and with good results.

Sometimes these green onions are called shallots or again, leeks. But an onion by any other name has just as sweet a sound and taste to homemakers and their families who have long bemoaned their scarcity.

-----ANOTHER PORK BONUS-----

In order to move some of the large supplies of pork, the OPA has granted homemakers a third pork bonus. Spare stamp three in Ration Book Four will be good for five pounds of pork through February 26th. This spare stamp differs from the former ones in that it is good for cured as well as fresh pork. That is, spare stamp three may be used for ham, bacon, canned meats that are 100 percent pork, and all sausages...in addition to fresh pork.



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MAY 25 1944

DALLAS, TEXAS
February 26, 1944
No. 9

Radio Round-up *on food...*

For Directors of
Women's Radio Programs

CABBAGE IS KING

It's a national Victory Food Selection through
March 4 but there'll still be lots of it after
that date...a "best buy" for meal-planners

WE ARE EATING MORE NUTRITIVE
MEALS IN WARTIME . . . as a
result of the home-maker's
resourcefulness

THERE AREN'T MANY, BUT
--DO YOU KNOW YOUR ONIONS?

WHAT'S IN THE MARKETS - - -
A "Food Forecast" for March and
reports on current fresh food supplies

HERE IT IS. . .THE ATTRACTIVE, PRACTICAL
AND DURABLE UNIFORM OF THE VICTORY FARM VOLUNTEERS.
AND OTHER WOMEN AND GIRLS WHO HELP IN FOOD PRODUCTION.

US Department of Agriculture
Food Distribution Administration

-----MORE WITH LESS-----

We take off our hats to the American homemaker. She is continuing to give her family more nutritive value with smaller quantities of some foods during these critical war years.

Since 1941 we have provided food for the best fed armed forces in the world and sent food to our Allies. We have already started to send food to re-occupied countries.

That meant that your listeners and hundreds of thousands of homemakers like them, have had less variety of foods to work with. But in spite of the fact that her "food tools" have been restricted, the homemaker, with her usual ingenuity, has provided interesting meals for her family...and what is more, a diet that carries a greater nutritive value.

There is no doubt about the fact that Mrs. America has changed the eating habits of her family. And for the most part from the nutritive standpoint those changes have been for the better.

For instance, more than half the city folks and a third of the small town and country folks fry less these days. As a result they save points and money, and add health value to the diet. Only about one-fourth as many pies and cakes are being baked in homes because of sugar rationing.

Because the homemaker has less to do with, she is using imagination, ingenuity and intelligence in the preparation of the supplies she can procure. She absorbed nutrition education...she applied it practically. As a result, the actual intake of food value has risen. Protein consumption for instance, has risen about 9 percent above the 1935-39 level. More than half the amount has been derived from milk and eggs, fish, meat and poultry.

Vitamin A value is essential to the growth and development of children and a shortage may lower resistance to disease. This vitamin is derived from eggs, milk, butter and liver, and from vegetable sources, especially the yellow and green vegetables. It has remained pretty constant, and at a high level.

Vitamin C consumption, which helps to keep teeth and gums healthy, and is needed by the tiny blood vessels all through the body, has increased about 14 percent since 1930. Large quantities of vitamin C are found in citrus fruit and tomatoes, and your listeners might be interested to know that in 1943 American families were eating just twice as many oranges as they did in 1930.

Calcium and riboflavin (known as vitamin B₂) have increased in consumption. Milk and milk products have been largely responsible for this. Since 1934 folks have been drinking about 25 percent more milk, and have increased their calcium and riboflavin by about one-fifth. Calcium, your listeners will remember, builds bones and teeth...riboflavin promotes growth, and is essential for normal nutrition at all times.

Iron, an important nutrient, is fairly well supplied in average diets and under the enrichment program more iron has been added to flour. Vitamin B₁ has also been added to the enriched white bread and flour, supplying much of this valuable vitamin to the national diet.

Homemakers have been sharply aware of the value of B₁, and the figures prove their interest, for the average quantity of vitamin B₁ in 1945 was 36 percent higher than during the 1935-39 period. Twenty four percent of this was due to the enrichment program of grain products...a program which our smart homemakers have welcomed and put to good use.

Still more of the protective foods are needed...nutrition education, despite the encouraging results, must still go on. For emphasizing this fact we suggest you never neglect to compliment your listeners on the job already done.

-----HERE AND THERE ON THE FOOD FRONT-----

This Little Pig Went To Dinner:

Vermont has long been known for it's turkey, but Vermonters used a State occasion the other day to exemplify the need for making full use of our pork supplies.

At an important dinner a small roast pig usurped king turkey's place on the platter of honor.

The occasion was a State one in every way...a meeting of a farm organization at Gloucester, and the guest of honor was Governor William Wills. When the governor came into dinner, he saw nine long tables...and on each table was a small pig, roasted to a golden brown.

Well, piggy...yes, pork in all forms...has a place of honor on the Nation's dinner table, too, for he tops the list of abundant meats. Folks might do well to follow the example of these Vermont farmers, and use pork whether roasted or served in other ways. And use it now.

Temporary Change:

...For the food rationing system. Just so your listeners won't be disturbed during the first three weeks of the new rationing operations (from February 27 to March 20) you might remind them that one point green stamps may be given as change along with tokens. On March 20, the green stamps run out...and all "change" will be given in tokens from that date onward.

A Rose by Any Other Name:

...Is just as sweet. .especially if it belongs to the onion family. Last week's Round-Up carried a bit of news about more onion flavor being wafted through your diet, but if there was any confusion

or skepticism about the names we gave the various members of that pungent family, let's straighten it out right now.

A dried onion is the sort that you haven't had many of lately. It's brownish in color, has had it's top removed, and has a dry, papery coating.

A green onion arrives in the market at the beginning of spring (is appearing now), and is simply an immature onion with a small bulb and long, rather rounded green tops. It has one shoot.

A scallion is just another name for a green onion.

A shallot is exactly like a green onion, except that it may have a number of shoots.

A leek is like a green onion or a shallot, but it's tops are flat (like the leaves of a lilly) rather than rounded.

Spring onions are beginning to be plentiful now...and will be with us until the end of April. At that time (cheers) our old friend, the dried onion will be with us again, if the yield in Texas (where there are three times as many acres of onions planted as last year) is average.

Home Canning Futures:

Many Victory Gardens, which are still a seed in the homemaker's mind, may take root and sprout into action when it is known that the War Production Board has released half a million cold pack canners for home use.

As many of your listeners sadly know, these cold pack home canners have been out of production since 1941...but now manufacturers will be allowed to make half as many as they did in the 1940-41 season. And that will encourage many a homemaker to start plans for the summer canning campaign.

The canners are made in one size...the size that holds seven quart jars, or nine pint jars...and they'll reach the market some time after April first. These are the enameled cold pack canners used for canning acid fruits and vegetables by the "boiling bath" method.

-----CABBAGE IS KING-----

We dislike indulging in punnish remarks about crowns on cabbage heads, but cabbage is undoubtedly the king of green vegetables just now.

The War Food Administration designated winter grown green cabbage as a national Victory Food Selection through March 4...but that doesn't mean there won't be plenty of cabbage after that date.

The cabbage crop now moving to market has been estimated at 485,600 tons. That's 74 per cent larger than last year's crop and is a lot of cabbage. Needless to say, it won't all be consumed by March 4 by any means, and will be one of the "best buys" for meal-planners for some time to come...particularly when the buyer takes into consideration the many appetizing ways in which it can be served, its reasonable price and its splendid nutritive value.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

Currently Available in Most Retail Markets of the Southwest,
Based on Comparative Abundance and Relatively low Price.

Since cabbage is the national Victory Food Selection through March 4, it's naturally the Number One "best buy" among the fresh fruits and vegetables, with Irish potatoes the runner-up.

More liberal supplies of nearly all kinds of greens, plus abundant offerings of cabbage and excellent quantities of citrus fruits, turnips and celery are simplifying meal-planning for the economy-minded home-maker by making possible a wide variety of healthful, low-cost dishes.

"Best buys" by states in the Southwest include:

ARKANSAS	Cabbage, celery, cauliflower, oranges, Irish potatoes, grapefruit, tangerines, sweet potatoes.
COLORADO	Cabbage, carrots, cauliflower, celery, Irish potatoes, lettuce, spinach, citrus fruits.
KANSAS	Oranges, apples, cabbage, cauliflower, green beans, squash, turnips, Irish potatoes.
LOUISIANA.	Cabbage, turnips, spinach, oranges, grapefruit, celery, Irish potatoes, lemons.
NEW MEXICO	Cabbage, oranges, grapefruit, Irish potatoes, turnips, spinach, lettuce, carrots.
OKLAHOMA	Cabbage, grapefruit, carrots, spinach, Irish potatoes, tomatoes.
TEXAS.	<u>Northern Section:</u> Cabbage, Irish potatoes, spinach, beets, carrots, turnips. <u>Southeastern Section:</u> Cabbage, Irish potatoes, carrots, turnip greens, beets, oranges, lettuce, grapefruit.

South Central Section: Cabbage, grapefruit, turnips, beets, Irish potatoes, oranges.

Western Section: Cabbage, Irish potatoes, carrots, turnips, citrus.

"Best Buys" in key markets:

ARKANSAS Pine Bluff: Cabbage, tangerines; oranges, sweet potatoes, Irish potatoes.

Little Rock: Cabbage, celery, cauliflower, oranges, grapefruit.

COLORADO Denver : Cabbage, carrots, cauliflower, oranges, grapefruit, celery, Irish potatoes.

KANSAS Kansas City: Cabbage, Irish potatoes, turnips, oranges, grapefruit.

Wichita: Oranges, grapefruit, cabbage, apples, Irish potatoes, cauliflower, turnips, squash.

Hutchinson: Irish potatoes, cabbage, oranges, apples, grapefruit, cauliflower, lettuce.

Topeka: Cabbage, carrots, oranges, Irish potatoes, grapefruit.

LOUISIANA. Shreveport: Cabbage, turnips, spinach, oranges, grapefruit.

New Orleans: Cabbage, Irish potatoes, oranges, grapefruit, celery, turnips.

Baton Rouge: Cabbage, oranges, grapefruit, Irish potatoes, carrots, turnips.

NEW MEXICO Albuquerque: Cabbage, oranges, grapefruit, Irish potatoes, carrots, turnips, spinach.

Gallup Apples, grapefruit, oranges, sweet
and potatoes, cabbage, celery, carrots,
Santa Fe: turnips, Irish potatoes.

Las Vegas: Cabbage, carrots, turnips, beets, Celery.

Las Cruces: Cabbage, oranges, grapefruit, carrots, lettuce, celery.

Lordsburg: Cabbage, oranges, grapefruit, lettuce, turnips.

Silver City: Cabbage, oranges, grapefruit,
sweet potatoes, Irish potatoes,
turnips, beets.

OKLAHOMA Ardmore: Cabbage, oranges, grapefruit,
carrots, Irish potatoes.

Oklahoma City: Cabbage, carrots, spinach, Irish
potatoes, tomatoes.

TEXAS Fort Worth: Cabbage, Irish potatoes, spinach,
beets, carrots, turnips.

Beaumont: Cabbage, carrots, turnip greens,
beets, oranges, grapefruit.

San Antonio: Cabbage, turnips, beets, Irish
potatoes, oranges.

San Angelo: Cabbage, Irish potatoes, citrus.

Amarillo : Cabbage, turnips, carrots, Irish
potatoes.

F O O D F O R E C A S T
For March

Foods which should be in relative abundance in many markets
of the Southwest during March include:

Cabbage	Wheat flour and bread
Irish potatoes	Macaroni, spaghetti, noodles
Eggs	Oatmeal and breakfast foods
Soya flour, grits and flakes	Oranges and grapefruit
Canned green and waxed beans	Frozen vegetables (except peas,
Peanut butter	lima beans and corn)
Dry mix and dehydrated soups	Citrus marmalade

-----TOP DRESSING FOR CROP CORPS-----

This year all women and girls who aid the war effort in the
production of food, feed and fiber, may wear the trim comfortable
uniform until now worn only by the Women's Land Army. This means
that girls under 18, who are called Victory Farm Volunteers, and
women and girls who help in the farm house, releasing others for
work in the fields, are eligible to wear the uniform, too.

The Crop Corps uniform is smart, well cut, comfortable, and feminine,
too, despite its very practical use, it's for active, hard work and
is durable, but it doesn't forget to be attractive.

The colors of the uniform are light and dark blue. The entire
ensemble consists of a light blue cotton shirt (either short or long
sleeved) navy cotton twill overalls, and a light and dark blue
visored cap. The total cost of these three pieces is \$6.20. The

garments may be purchased separately and a dark blue cotton twill jacket may be purchased at an additional cost of \$2.50. The cap and overalls carry the insignia of the Women's Land Army or the Victory Farm Volunteers.

Every woman has learned the value of well cut clothes, and likes them even when she is doing an active job. She will approve of the land army uniform for it holds many skills of the dress-maker's trade, cunningly contrived to combine good looks with action, safety and comfort features.

The shirt is beautifully tailored with an up or down "V" back. The jacket is boxy and casual, with slash pockets. The overalls have a trim, darted waistline, big patch pockets...and for action, adjustable suspenders, and generally roomy. The ankle tabs, drawing the trousers legs in closely, are safety measures. The garments are all available in sizes 12 to 44. And women eligible to wear them may buy them from the National Committee on boys' and girls' club work...59 East Van Buren Street, Chicago.

Busy Season is Near:

It's nearing time for spring planting...and in some sections of the country the winter vegetable crop is already being harvested. Half a million more women and girls and boys are needed this summer for work on the land, and three fifths of this number will be girls and boys under eighteen.

Please urge your listeners to consider helping the effort. In order to join the Women's Land Army, women must be over eighteen, and may enroll for crop season work (which might include planting, cultivating and harvest)...or, for year-around general farm work.

Year-around workers may train for two to six weeks at an agricultural school, and seasonal recruits will probably have training on the job. There are application blanks at the office of the county extension agent, and in some areas at the offices of the U. S. Employment Service and local defense council.

Girls and boys from 14 through 17 will probably be recruited for the Victory Farm Volunteers through their local high school, but if there is no recruiting agent sent to the school, they may apply at the office of the county extension agent. The agent will cooperate in placing them, even if they have volunteered through their school.

The Victory Farm Volunteers work for a season of less than five months, and in many areas the boys and girls receive training at school during the school year. Both women and girls may help in the farm house, in order to release other workers for the field. Farmers will pay them the prevailing wages.

-----LAMB OR MUTTON???-----

"Spring lamb" has a rather special and succulent sound, and certainly these days is a delicacy to be reserved for an occasion. The first of it appears in early March,.. And lamb, of course, is definitely an Easter dish.

Lamb is the young sheep...mutton is the sheep grown older. A cut of lamb has a higher ceiling than the same cut of mutton, and the homemaker remembering her pledge "I will pay no more than top legal prices" will want to know whether she is buying lamb or mutton, and pay the legal price.

Now, lamb becomes mutton during the second year of its life when the physical characteristics of mutton begin to replace those of lamb.

Each quarter of sheep is stamped plainly, "lamb" or "mutton". The homemaker may ask to see the quarter, on which will be stamped what she is buying. However, there are other signs in the appearance of the meat itself.

The uncooked meat is lighter and pinker in color than that of mutton. Lamb cuts cleanly and has a satiny finish...mutton meat is firm and coarse grained. Lamb bones are red...mutton bones are white. The break joint of lamb (the front and back leg joint) is rough and shows a good deal of cartilage. When this bone becomes older...and becomes mutton bone...it is smooth and spool-like.

-----SPOONING OUT THE SUGAR-----

The contents of the National sugar bowl has been divided fairly and squarely to meet as nearly as possible all needs.

Sugar has been allocated for 1944 consumption taking into account all factors in today's living. As the war makes greater demands the needs of our armed forces and Allies increase and the demand for industrial alcohol grows to tremendous proportions. At the same time, shipping space for sugar is being diverted to more important wartime needs. All this spells slightly less sugar for all civilians...about 6 percent less than last year.

The greatest single increase in demand for sugar for the war effort has been for making industrial alcohol vitally needed in the production of synthetic rubber, needed too, for other products.

This year, because of the expanded industrial alcohol program and the conservation of grains for food and feed, the production of invert or high test molasses, from which no sugar has been extracted is required. Blackstrap molasses, which is a by-product of sugar has been used for making industrial alcohol. However, invert or high test molasses yields much more sugar for this purpose. The supply of blackstrap molasses is not nearly enough to meet the increased demand for industrial alcohol.

Civilians will get 525,094 fewer tons of sugar than in 1943 or about 6 percent less. But they will still get 75 percent of the total supply, for only about 25 percent has been assigned to the armed forces, our Allies and industrial war needs.

-----POST-SCRIPT ON RATIONING-----

With reference to Round-Up's February 19 story "Rationing Procedure Simplified" OPA has issued a later bulletin which states that tokens may be given as change when brown stamps Y and Z in Ration Book No. 3 are used.

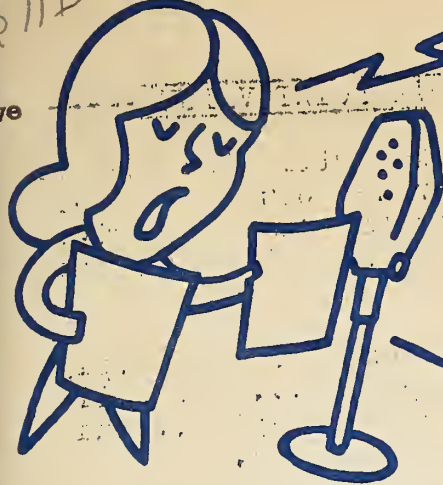
-----FRUITFUL OUTLOOK-----

Dried apples, which have been conspicuous by their absence from grocers shelves for nearly two years will soon reappear.

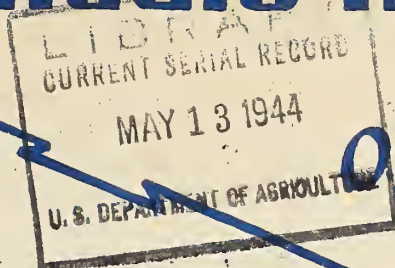
Because requirements for the war program have been changing, more than three and a half million pounds have been released for civilian use. For the same reason about 912,000 pounds of Tante currants are headed for American tables, too.

Packers have been required to set aside their entire pack of dried fruits for government requirements. Now and then however, portions of the total are released to civilians because they are not needed for immediate war needs. That's why homemakers can look forward to being able to get dried apples and more currants in the coming weeks.

F O O D F I G H T S F O R F R E E D O M!



Radio Round-up



on food...

For Directors of
Women's Radio Programs

IN
THIS
ISSUE

THANKS TO HOME CANNERS . . point values for
some canned vegetables have been reduced.

NOBODY WILL "BEEF" about the point value
drops on several types of meat.

IT'S SWEET TO KNOW that Sugar Stamp 30 will
be good for an indefinite period.

LET'S EAT MORE FISH. It's an excellent meat
alternate in or out of Lent.

BRUSH UP on your ways to prepare Irish potatoes
. . . and study new ones, because there are
lots of spuds and we don't want to waste 'em

"BEST BUYS" in fresh fruits and vegetables

FOOD FORECAST . . (reporting on the markets).

US Department of Agriculture
Food Distribution Administration

-----THANK HOME CANNERS FOR REDUCED VEGETABLE POINT VALUES-----

From March 5 through April 1, the homemaker will find that she will be able to buy more canned vegetables for her blue points in Book No. 4. And, according to Price Administrator Chester Bowles, she has done the job herself, because of her magnificent turnout of home canning.

Blue point values for some canned vegetables will be sharply reduced. Tomatoes will cost one half as many points...peas will cost one third the amount that homemakers have been paying...and point values on corn and asparagus, have come down, too.

Canned fresh shelled beans, dried prunes, raisins and currants and mixed dried fruits have been put upon the zero point list. Frozen foods, preserves and jellies, dry beans, canned soups and baby foods remain the same.

On the other hand, canned fruits have advanced sharply in point value. Apples, cherries, figs, mixed fruits, peaches, pears and pineapple juice and tomato juice have been slightly boosted too.

There are several reasons for the point value changes of these fruits and vegetables. For one thing, the total stock of canned, frozen and dried foods for civilians is about three percent higher than last year. The movement of canned vegetables has been about 10 percent lower than expected. This stock must be moved so the canners will be encouraged to process all the foods they can handle in the coming season.

The movement of canned fruits has been 17.6 percent faster than planned. The 1943 fruit crop was short, and the amount of canned fruits the homemaker received was limited. Therefore it is necessary to raise the point values of canned fruits, to slow down the rapid movement.

-----WE WON'T "BEEF" ABOUT THIS-----

After two pork bonuses in the form of spare stamp Nos. 3 and 4, the week of March 5 ushers in additional meat blessings in the form of sharp point value drops on rationed pork and many beef cuts. Some sausage items are included in the new March and April tables.

Veal and lamb and mutton, butter, cheese and all other rationed fats and dairy products will remain the same in point value during March and April as they were in February.

Every cut of pork, with the exception of spareribs, has gone down from one to two points per pound. Bacon, with the rind off, either in the slab or sliced, has been reduced three points...and Canadian bacon has gone down four points per pound.

Beef has been reduced from one to two points per pound in cuts used for roasts, rib steaks and stews. Naturally the point value of canned and ready to eat beef and pork reflect these changes...and

these items will be reduced from one to four points. By the same token a number of variety meats and some types of sausage (chiefly pork) show decreases in point value.

Civilians will eat a great deal of pork during March, in fact, pork will make up more than half the month's total meat supply. As for beef, there will be somewhat more in March than civilians had during February.

-----SWEET STORY-----

Sweet news for the homemaker was announced by OPA for the next quarter, which begins April first. She will be glad to know that sugar stamp No. 30 in Ration Book No. Four, good for five pounds of sugar which was previously announced to expire March 31, will be good for an indefinite period.

Stamp No. 31, the next sugar stamp, also good for five pounds, will become valid according to schedule on April 1. No expiration date for this stamp has been announced.

At this time there are no details for home canning sugar. However no reduction is expected in last year's per person allowance for home canning.

Nothing can be said, at present about any expected changes in the homemaker's sugar ration for the coming months. By removing the expiration date from ration stamps, sugar buying might be postponed sufficiently, so that no change is needed. If, added to this, adequate shipping can be provided, then it is expected that the homemaker will have as much sugar in the canning months as she has been getting.

-----"FASHION FIRST" IN FISH-----

Fish has always been a traditional dish for Lent. During war years meat alternates are always timely, and kind to our rationing points...so at this time the home-maker looks forward to the varieties of fish upon which she can depend during the Lenten season.

During Lent homemakers can count upon about as much canned fish as has been available through the past months. As for fresh and frozen fish, the picture is about the same now, too, for transportation is still a problem. The overall picture for the coming year will perk up a bit, however, as the months roll by. Some new boats and some fishing vessels taken for military purposes have been released for commercial fishing purposes. This will add to the fish supply during the coming year.

In planning Lenten fish dishes, the homemaker will find cod, haddock, halibut, flounder and sea herring in both fresh and frozen varieties. In the interior carp and lake trout are making their appearance as well. In the shellfish varieties, shrimp, crabmeat, and oysters will be found.

Frozen dressed and fillet fish are ready for cooking and require no cleaning or other preparation. It is not even necessary to thaw frozen dressed fish and fillets before cooking. Sometimes packaged fish are slightly salted. If the labels say they are, it isn't necessary to add additional salt. Frozen fish must never be thawed and refrozen. Fresh fish that comes to market, must be scaled and finned...and the head and tail cut off, before cooking.

When the homemaker buys fish she should look for bright bulging eyes, firm and elastic flesh, scales that cling tightly to the skin, and gills that are reddish pink. These are earmarks of good fresh fish.

Fish is one of the outstanding protein foods, an excellent source of phosphorous, and contains considerable copper. A small amount of other minerals are also present as well. As for vitamins, fish contains some B complex vitamins. The oily fish contain A and D, though these are for the most part concentrated in the fish liver and are extracted for use in vitamin concentrates.

Fish may be boiled, baked, broiled, or used in salads, in scalloped dishes, creamed and in chowders. Listeners will be interested in U. S. Department of Agriculture Conservation Bulletin No. 27, called "Wartime Fish Cookery". There are lots of fish dishes in this little booklet, and many tips about cooking and selection too.

---LET'S BE THANKFUL FOR---AND USE---OUR FINE SUPPLY OF POTATOES---

Potatoes are still with us in quantity, and listeners probably will appreciate being reminded from time to time to use them freely and often. We don't want any of the biggest Irish potato crop in history to go to waste.

You might tell them about various ways to use potatoes. In salads, as a vegetable, prepared in all the orthodox ways...as a main dish, spiked with bits of meat or baked and stuffed with creamed meat or other vegetables or mushrooms.

Vitamin content is important to stress too...particularly the fact that potatoes are rich in vitamins B₁ and C. The old fashioned boiled potato in its jacket has come into its own again...and that's a fact to emphasize, for research at the Bureau of Human Nutrition and Home Economics has shown that potatoes boiled in their jackets hold twice as much vitamin C and three times as much vitamin B₁ as baked potatoes.

And again...potatoes...potatoes and...still more potatoes may well be suggested to homemakers as a further step in helping the war effort.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

Currently Available in Most Retail Markets of the Southwest,
Based on Comparative Abundance and Relatively low Price.

Cabbage and Irish potatoes head the list of abundant fresh vegetables in Southwestern markets, and since each can be easily prepared in such a variety of ways, there are excellent opportunities for meal-planners to include both in their menus regularly and frequently. Both cabbage and Irish potatoes are fine sources of food value, containing numerous vitamins and minerals and are definite assets to the home-maker interested in serving nutritionally well-balanced meals.

"Best Buys" by states include:

ARKANSAS Lettuce, cabbage, carrots, cauliflower, oranges,
Irish potatoes, grapefruit, apples.

COLORADO Cabbage, carrots, lettuce, oranges, grapefruit,
Irish potatoes, spinach.

KANSAS Cabbage, Irish potatoes, broccoli, oranges,
lettuce, grapefruit, spinach.

LOUISIANA Cabbage, Irish potatoes, grapefruit, carrots,
spinach, turnips, oranges.

NEW MEXICO Cabbage, carrots, Irish potatoes, lettuce,
celery, grapefruit, spinach, bell peppers.

OKLAHOMA Cabbage, Irish potatoes, spinach, oranges,
grapefruit, lettuce.

TEXAS Northern Section: Cabbage, carrots, collards,
spinach, Irish potatoes, turnips, mustard greens,
grapefruit, turnip greens.

Southeastern Section: Irish potatoes, cabbage,
carrots, rutabagas, turnips, greens, beets,
oranges, grapefruit.

South Central Section: Cabbage, turnips, Irish
potatoes, lettuce, oranges.

Western Section: Cabbage, Irish potatoes, oranges,
grapefruit.

"Best Buys" in key markets:

ARKANSAS Pine Bluff: Cabbage, carrots, cauliflower, Irish potatoes, grapefruit, apples.

Little Rock: Lettuce, cabbage, Irish potatoes,
carrots, grapefruit, oranges.

COLORADO Pueblo: Cabbage, carrots, lettuce, oranges,
grapefruit.

Denver: Cabbage, Irish potatoes, beets,
broccoli, celery, carrots, spinach,
grapefruit, oranges. .

KANSAS Topeka: Irish potatoes, lettuce, cabbage,
spinach, grapefruit.

Wichita: Cabbage, broccoli, Irish potatoes,
oranges, grapefruit.

Hutchinson: Irish potatoes, cabbage, lettuce, grapefruit.

Kansas City: Irish potatoes, oranges, grapefruit,
cabbage, carrots.

LOUISIANA. . . . Shreveport: Cabbage, oranges, grapefruit, carrots,
spinach.

Baton Rouge: Irish potatoes, cabbage, carrots, turnips.

New Orleans: Irish potatoes, cabbage, lettuce,
oranges, grapefruit.

NEW MEXICO . . . Albuquerque, Cabbage, carrots, Irish potatoes,
Gallup and lettuce, celery, grapefruit,
Santa Fe: oranges.

Las Cruces: Oranges, grapefruit, cabbage, bell peppers, spinach.

Clovis and Irish potatoes, spinach, lettuce,
Portales: celery, oranges, grapefruit.

OKLAHOMA . . . Oklahoma City: Irish potatoes, cabbage, spinach,
oranges, grapefruit.

Ardmore: Cabbage, lettuce, grapefruit,
Irish potatoes.

TEXAS. Fort Worth: Cabbage, Irish potatoes, carrots,
grapefruit, spinach, turnips,
collards, oranges.

Beaumont: Cabbage, Irish potatoes, rutabagas, carrots, turnip greens, beets, oranges, grapefruit.

Houston: Cabbage, Irish potatoes, oranges, grapefruit, lettuce.

San Angelo: Cabbage, Irish potatoes, oranges, grapefruit.

San Antonio: Cabbage, turnips, Irish potatoes, lettuce, oranges.

-----FOOD FORECAST-----

Here is a list of unrationed foods that will be plentiful during March. Planning menus and looking ahead for family needs and good marketing values, the meal-planner can depend upon the following:

Cabbage (the Victory Food Selection)	Frozen vegetables (all ration free except peas, corn and lima beans).
Irish potatoes	Spinach
Snap beans	Carrots
Beets	Celery
Lettuce	Citrus fruits
Canned green and waxed beans	Cereals and cereal products such as bread, flour, noodles, spaghetti.

-----CUT FOOD WASTE-----

We are still wasting at least 20 percent of all food produced in this country...enough to feed the combined population of Greece, Czechoslovakia, Norway and Belgium. That's a lot of food and we cannot afford to waste it.

Fundamentally this waste is not intentional. It's because we in America have always had so rich an abundance of food that we have become careless...and it's hard to break an old habit.

But no Nation wants to have on its conscience the knowledge that one out of every five pounds of food produced is wasted. This waste takes place on the farm, in transit, in storage, in processing plants, in grocery stores and in the home. Every person, on the average, throws away 100 pounds of edible food in the home alone.

Food is a precious thing in England and there it is a penal offense to waste food. English homemakers get only 2 ounces of

butter a week for each member of the family---one-half of a stick... In order to conserve butter they spread it on the bread before serving, thus eliminating that "sticking-to-the-plate" waste. If every person in the United States saved only one-half an ounce of butter a week, it would have been nearly enough to supply our entire Army all of last year.

Many American homemakers are trying to conserve food but there is still much to be done. For instance, an enormous amount of uneaten food left on the plate is scraped into the American garbage can every day. An experiment conducted in connection with a dinner in a Midwestern State showed that 81 diners left 17 pounds of uneaten food upon their plates. Homemakers don't weigh the food left on the family plates...but they would be amazed and perhaps a little ashamed if they did.

Not All in the Home:

Of course, homemakers aren't the only wasters, as has already been stated. Studies show that 3 percent of all foods handled in grocery stores goes to waste because of damage in transportation, poor storage, bruising and handling by customers. When food is brought to market by truck or train rough handling, delays and lack of refrigeration causes about a 2 percent loss.

Campaigns in various parts of the country prove what can be done through concentrated effort. During a two-weeks campaign homemakers in Kansas City reduced food waste 19 percent. A month's campaign in Lansing, Michigan reduced waste 23 percent. A two months campaign in Charlotte, North Carolina reduced food waste 28 percent.

If every homemaker tacked a small sign above her sink or work table reading "Can it be used?" she would stop and think before wasting a leaf of lettuce or a slice of bread.

At the table members of the family can school themselves to take no more than they will eat...scrape the plate and tip the bowl. Even Emily Post agrees that wartime etiquette allows bones in fingers, grapefruit squeezed dry and gravy mopped up.

-----NO POINTS FOR LARD-----

American homemakers will be able to buy lard without ration points during March because 50 million of the extra 100 million pounds have been allocated for civilian use.

There are several reasons for the unexpected addition of lard to the zero point value list.

First of all, an exceptionally large slaughter of heavy hogs produced about 514 million pounds of lard during January and February. There is a lack of storage space and packaging facilities for this extra lard supply, and shipping has been curtailed, too...most of it has been diverted to more important military purposes.

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DALLAS, TEXAS
March 11, 1944
No. 11

Radio Round-up

on food...

For Directors of
Women's Radio Programs

THE SPICE OUTLOOK FOR THE COMING YEAR.....Pepper and
cinnamon supplies will be limited. Allspice, ginger,
mace, nutmeg and clove prospects are better however.

ALWAYS TRYING FOR IMPROVEMENT.....How scientists are
constantly striving to improve the quality of the
Nation's food at the U.S.D.A. research center at
Beltsville, Maryland.

FIGURES MAY SOMETIME GIVE THE WRONG IMPRESSION.....
Seventy million pounds of butter is a lot of butter.
However, every ounce on hand is committed for use
during the early part of 1944.

CHATTING ABOUT CHEDDAR.....The familiar American
cheese is one of the best forms in which milk
nutrients are conveyed to fighting men.

THERE ARE PLENTY OF GREENS IN THE MARKET.....and
they're a time-honored "spring tonic."and
"BEST BUYS" tell of the abundance of CABBAGE,
IRISH POT.TOLLS, and other healthful, ration-free
foods.

US Department of Agriculture
Food Distribution Administration

-----SPICY CONVERSATION-----

Slightly less pepper but a substantial increase in the over-all spice supply for the homemaker, is the spice story for the coming year.

Since all spices are imported, our supply depends upon shipping, and, as your listeners know, shipping has been precarious during the past two years. Black and white pepper comes from the Dutch East Indies, now under control of the Japanese, and from India. Indian pepper is high priced and shipping is difficult as well, so that at present black and white pepper importations have ceased entirely.

Fortunately there are enough reserve stocks now in the United States to help take care of civilian needs and other claims until January 1, 1946. But the homemaker's pinches of pepper will have to be fewer and farther between this year, for she will get even less pepper than she has had.

There's a brighter outlook on some other spices, however. Allspice comes from Jamaica, where it's called pimento. Ginger comes from that little island, too. Since shipping from Jamaica has improved a good deal, homemakers can count on enough of both of these spices. Matter of fact, 3.7 million pounds of ginger have been allocated for civilian use for the year, in comparison to 3 million pounds which was the average civilian consumption in pre-war years.

Mace and nutmeg hail from Granada in the West Indies, and shipping in those lanes has improved greatly too. The packer's delivery quota for mace has doubled, and for nutmeg it has jumped ten percent, so that more of both of these spices will grace the family cupboard than did last year.

Cloves are grown in far-away Zanzibar and Madagascar. Zanzibar shipments of cloves have increased substantially, so that cloves, too, will be on the plus list for the homemaker.

The cinnamon story is not so cheerful. We have been accustomed to cassia, the thin, aromatic bark of a tree. This was supplied from Java, China and Ceylon. Of course, Java and China supplies have been cut off completely. Although the Ceylon supply is still coming through, the over-all cinnamon supply is short and the cinnamon we are getting is not of as high quality as the Chinese cassia.

-----NOTHING BUT THE BEST-----

Thirteen miles from Washington, over an area of nearly 14,000 acres, constant daily experimentation and effort are going on to help give the American family the best in food.

This center of scientific progress is Beltsville Research Center, of the United States Department of Agriculture at Beltsville, Maryland, where scientists work with problems of food, from the soil and seed, to the table.

Here, thousands of experiments are conducted in 36 well-equipped laboratory buildings, 31 greenhouses, and 100 barns. A visitor to Beltsville could tour through pastures, fields, orchards and even an experimental forest. There are drug gardens, too, and fungus collections.

So that no phase of agricultural research is overlooked, the Beltsville Center is well equipped with the usual farm stocks.... dairy, beef and dual purpose cattle, goats, sheep and hogs. Thousands of breeding fowls and an apiary for the bees, are part of the equipment, too, as well as more than 5,000 experimental animals such as rats, mice, guinea pigs and rabbits.

War has put an accent upon food, and efforts at Beltsville touch every phase of the farm, continuing through the many ramifications of food and all the problems to which it is related. The results are put into leaflets, bulletins and other publications and sent throughout the country. Anyone may write to the United States Department of Agriculture for information on any food or farm problem, and receive these publications.

One food on which a great deal of current research has been, and is still being done is soybeans, together with their products. This food deserves the spotlight, not only because of its high protein value, but because of its easy availability. When soya flour and grits were released to civilian markets in quantity, the Bureau of Human Nutrition and Home Economics had recipes all ready to tell the homemaker how to use them. This is only one small example of the service rendered at the Beltsville Research Center.

A service that is very close to the homemaker, however, is that in meat cooking. Experiments in cooking meat started in 1924. The meat used comes from the Bureau of Animal Husbandry of state research stations that work with Beltsville. After the meat is cooked, it is tasted and rated by a panel of judges. Cooking temperatures and methods are considered as well as the breed and age of the animal or bird, and the results are carefully noted and rated.

It was the result of these experiments in meat cooking that gave the homemaker the present and newest method of cooking at moderate temperature. The old method supposed that searing the outside of the cut was the secret of keeping juices intact. But Beltsville experiments over a long period of time, show that temperature control is the important factor. Cooking meat from start to finish at moderate temperature not only holds in the juices, but saves much shrinkage and keeps the protein tender. Because of these experiments homemakers can conserve wartime meat purchases with moderate temperature cooking.

From time to time Round-Up will carry more stories about Beltsville Research Center, for your listeners. There, the effort to give the homemaker and her family better food, continues endlessly.

-----"BUTTER" GET IT STRAIGHT-----

Round-Up (and newspapers) carried a story about supplies in cold storage in February...particularly about 70 million pounds of WFA butter still on hand. That seemed to be a lot of butter, and homemakers may have wondered about it.

Let's get the facts straight. In a word, every pound of butter on hand is committed for use during early 1944. Fourteen million pounds are to be used from now till June to complete Lend-Lease and other WFA commitments (mainly for the Russian Army). The rest is to be transferred to our armed forces, U. S. Territories, the Red Cross, and our civilian hospitals.

The 70 million pounds of butter now on hand is part of 213 million pounds purchased during the period from February through September of last year.

This is the period of the year when butter production is at its peak. During that time the government buys all its butter requirements for the coming year...and this purchase provides a pretty even supply for civilians during the fall and winter, when not much butter is produced. Thus every one gets a fair share, spread fairly evenly through the year.

-----CHEDDAR CHATTER-----

The cook's delight...cheese in all its flavorful varieties... seems to be mostly missing these days. The only type of cheese that's around pretty regularly is the good old standby, American cheese...called by the trade "cheddar". And there isn't too much of that.

Homemakers are wondering why the fine genius of cheesemakers has been directed to the making of such a large proportion of cheddar cheese. Well...they know that the materials for automobiles and refrigerators and other products have been directed into channels for war purposes. In the same way, milk allocated for cheese has been designated for a cheese that would serve all war purposes in the best possible way. And that cheese is cheddar. It's like this:

When our soldiers are still in the United States training, they get lots of milk. But when they go overseas they must get their milk nutrients from processed dairy products that can go safely across the ocean with them.

Evaporated milk and milk powder serve that purpose...and cheddar cheese. There are several reasons for the selection of cheddar above all other varieties of cheese, for one thing it ships equally well to both hot and cold climates...for another,

it can be produced faster and by more manufacturers than any other type. An important factor is it's food value, for cheddar contains more milk solids and less water per square inch than most other types. Then too, cheddar can take rough treatment...be stored for long periods, and when it's ready for use, it's still fresh and flavorful.

The Allies want more cheddar cheese, too, to fill out their skim milk and meat supplies...and the Red Cross has asked for 65 million pounds more than they had last year. When the homemaker understands the reason for the heavy demand, she will be glad to forego many of her old cheese favorites and share her cheddar, too.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

Currently Available in Most Retail Markets of the Southwest,
Based on Comparative Abundance and Relatively low Price.

Grandmother used to think of tonic in spring...the modern homemaker thinks of greens...for she knows that greens and green vegetables are at their best in spring and rich in necessary food value.

Homemakers will find cabbage, kale, collards, mustard greens, turnip tops or spinach...perhaps all of them...in local markets.

The color of spring greens adds interest to the table and their food value adds nutrition to the family diet. One good sized serving of greens provides an outstanding source of vitamin A value. It contains riboflavin and iron too. This is important because menus are apt to lack riboflavin and iron even though homemakers give quite a bit of thought to meal planning.

Added to this, a serving of greens contains considerable vitamin C...the vitamin which helps keep teeth, bones and blood vessels healthy. One of the best sources of vitamin C is raw cabbage, which is abundant now.

Every homemaker knows the delicious "spike" of raw chopped up greens in salad. There are many other variations, too. Greens served with cream sauce or mushrooms...in a loaf, or a vegetable casserole. Greens should be cooked quickly until just tender, in only the water that clings to the leaves.

"Best buys" by states include:

ARKANSAS Cabbage, lettuce, carrots, oranges, grapefruit,
sweet potatoes, beets, radishes, apples.

COLORADO Cabbage, carrots, lettuce, apples, grapefruit, peas,
spinach, turnips, oranges, broccoli, Irish potatoes.

KANSAS Irish potatoes, celery, lettuce, oranges, cabbage, grapefruit.

LOUISIANA. Irish potatoes, cabbage, celery, oranges, spinach, grapefruit, carrots.

NEW MEXICO Cabbage, carrots, beets, Irish potatoes, apples, parsnips, sweet potatoes, oranges, grapefruit, English peas.

OKLAHOMA Cabbage, spinach, oranges, grapefruit, carrots, Irish potatoes.

TEXAS. Northern Section: Snapbeans, cabbage, grapefruit, Irish potatoes, mustard, spinach, beets, carrots.

Southeastern Section: Cabbage, Irish potatoes, carrots, lettuce, rutabagas, turnip greens, oranges, grapefruit.

South Central Section: Cabbage, Irish potatoes, carrots, beets, oranges.

Western Section: Cabbage, Irish potatoes, oranges, grapefruit, carrots.

"Best buys" in key markets:

ARKANSAS Little Rock: Cabbage, lettuce, carrots, oranges, grapefruit.

Pine Bluff: Cabbage, beets, sweet potatoes, radishes, apples.

COLORADO Pueblo: Cabbage, carrots, lettuce, apples, grapefruit.

Denver: Cabbage, Irish potatoes, broccoli, carrots, celery, spinach, peas, turnips, citrus.

KANSAS Topeka: Irish potatoes, celery, lettuce, cabbage, oranges, grapefruit.

Kansas City: Irish potatoes, cabbage, lettuce, oranges, grapefruit.

Hutchinson: Cabbage, lettuce, Irish potatoes, oranges, grapefruit.

Wichita: Irish potatoes, cabbage, lettuce, oranges, grapefruit.

LOUISIANA. . . . New Orleans: Celery, Irish potatoes, oranges,
cabbage, grapefruit.

Baton Rouge: Cabbage, oranges, Irish potatoes,
carrots.

Shreveport: Cabbage, spinach, carrots, oranges,
grapefruit.

NEW MEXICO . . . Albuquerque: Cabbage, carrots, beets, citrus,
Irish potatoes.

Santa Fe Irish potatoes, cabbage, citrus,
and peas, celery, beets, carrots,
Gallup: parsnips.

Roswell: Cabbage, sweet potatoes, broccoli,
Irish potatoes, apples, oranges,
green onions, carrots.

Artesia: Cabbage, lettuce, sweet potatoes,
Irish potatoes, English peas,
citrus, apples,

Las Cruces: Cabbage, oranges, Irish potatoes,
spinach, lettuce.

OKLAHOMA . . . Oklahoma City: Cabbage, spinach, Irish potatoes,
oranges, grapefruit.

Ardmore: Cabbage, carrots, oranges,
Irish potatoes.

TEXAS. Fort Worth: Snapbeans, cabbage, grapefruit,
Irish potatoes, spinach, beets,
carrots.

Beaumont: Irish potatoes, cabbage, carrots,
lettuce, rutabagas, turnips,
oranges, grapefruit.

Houston: Irish potatoes, cabbage, oranges,
grapefruit, squash, lettuce.

San Antonio: Cabbage, carrots, beets, Irish
potatoes, oranges.

San Angelo: Cabbage, Irish potatoes, oranges.

-----A SEED IN THE MIND IS FOOD ON THE TABLE-----

It's high time for the homemaker to plant the seed of a
Victory Garden firmly in her mind.

Whether she has a pocket handkerchief space, or an accessible vacant lot, there are many things to bear in mind...if the space is sunny, and has reasonably good soil, she need have no hesitation about starting a small garden.

Two tests for good growing space are: (1) sun for six hours or more a day, and (2) moist fertile soil. If weeds grow profusely on the land it is safe to say the soil is fertile. No standing water shows the soil is well drained. Next thing to think about is an assortment of vegetables to raise...their adaptability to the climate of the region, and the food value to the family. Tools must come in for some consideration, and above all, dependable knowledge of procedure is important.

Brand new, complete and detailed is the Department of Agriculture miscellaneous publication No. 538, called "Growing Vegetables in Town and City". Whether the home-maker is an amateur gardener of the first water, or an old hand at tilling the soil, this booklet will be a valuable addition to her gardening library.

In seasonal order, this new bulletin explains how to choose a location, arrange crops, and choose and care for tools. Then it continues with soil preparation and improvement, with planting (the time and kind of crops) transplanting, and the care and culture of specific crops.

Here the Victory Gardener will find a list of important "don'ts", and a glossary of various vegetables, their description and growing problems. Two invaluable charts appear in the booklet. A regional map showing the average dates of the last killing spring frosts and the first killing fall frosts in each area.

For use with these maps is a detailed planting calendar, showing the time for planting each vegetable in each region. The 1944 Victory Gardener will find the bulletin readable and directions extremely easy to follow. She will find that gardening is fun, too, and that it bears precious food value for her family.

Your listeners may have this booklet on "Growing Vegetables in Town and City", by writing to the Office of Information, United States Department of Agriculture and asking for miscellaneous publication No. 538. Further and more localized information may be obtained in each region by writing to the State Agricultural College.

-----PUTTING FOOD INFORMATION ON A HOME BASIS-----

You and your listeners are naturally more interested in the food situation and the operation of the wartime food programs in the area served by your station than anywhere else.

This is borne in mind in the preparation of the "Round-Up" and every effort is made to bring you food information of interest and value to consumers not only in your section of the United States

but also in your state and your station's listening area.

There is a way, however, in which the informational base may be still further broadened.

As you know, there is in your state an office of the WFA's Office of Distribution responsible for the administration of wartime food programs. It is in charge of a state supervisor who is in touch with conditions in your locality, and who is responsible for the operation of such programs as School Lunches, Industrial Feeding, Food Conservation and Preservation, and Agricultural Marketing and Diversion, and the administration of the various Food Orders.

Should you need information regarding these programs as they particularly affect your area, it is probable that the OD state supervisor in your state will be able to help you or refer you to someone who can.

The WFA Office of Distribution state supervisors in the Southwest region are listed below. Do not hesitate to call upon them for any localized information regarding OD activities.

ARKANSAS . . . William K. Dunlap, 426 Donaghey Building, Little Rock.

COLORADO . . . Charles W. Lilley, Acting, Room 407 Security Life Building, 810 Fourteenth Street, Denver.

KANSAS . . . Paul E. Phillips, 611 Central Building, Topeka.

LOUISIANA. . . G. Chester Freeman, P. O. Box 1166, 113 Old State Capitol Building, Baton Rouge.

NEW MEXICO . . Gordon M. Wood, Acting, 212 Korber Building, Albuquerque.

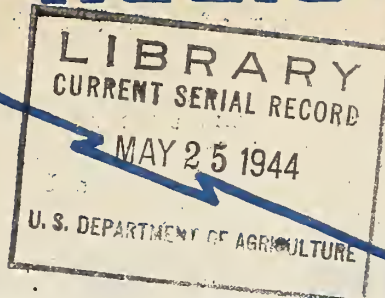
OKLAHOMA . . . Leo W. Smith, 408 Midwest Building, Oklahoma City 2.

TEXAS. . . . Ethan L. Upshaw, 603 Littlefield Building, Austin 15.



Radio Round-up

on food...



For Directors of
Women's Radio Programs

I N T H I S I S S U E

* PLENTY OF EGGS.....The Hens Have Done Their War Duty Well, *
* and there are Lots of Eggs for Civilian Requirements. *

* THERE'S AN ABUNDANCE OF PEANUT BUTTER, TOO.....Which Will *
* Also Help Take Care of Our Protein Needs. *

* IT MAY BE ENTITLED A "FISH STORY", But More and More People *
* are Demanding "Finny Food", So There's Wisdom and a Moral *
* in it. *

* STOP.....Don't throw Away Your Fats and Tin Cans...THINK... *
* How They'll Help Win the War, and...SAVE Them as a Contri- *
* bution to Victory. *

* LATEST REPORTS FROM THE FOOD MARTS....Or What's Plentiful *
* at Economical Prices Among the Fruit, Vegetable and *
* Miscellaneous Commodities. *

* A BIT ABOUT BUTTER....There'll be a Little More of It *
* Available for the Next Month or So. *

* IT'S A GOOD IDEA to Keep Rationing Tokens in Circulation. *

* A WORD ABOUT POST-WAR FEEDING by Mr. Marshall. *

-----PLENTY OF EGGS-----

During these war years, when proper nutrition is so especially essential, American hens are cooperating to the fullest extent. They have contributed an increasing amount of protein in the form of eggs and their production this year will reach an all-time high.

In 1944 eggs will be numbered at the amazing figure of 5.1 billion dozen... more than 60 billion eggs. Three out of four eggs, amounting to fully 45 billion ...will go to civilians. The fourth egg will go to Lend-Lease and all other requirement. This means that each member of the American family can have more than one egg a day this year. This is five more eggs per person than last year, and four dozen more eggs per person than in pre-war years.

Homemakers like to hear about this abundant production because they know that eggs are a protective food, high in protein and other food values. In these days of rationed meats, alternates are often required, and eggs are one of the best. Let's take a look at the food value of eggs, particularly their protein value, in relation to the protein required in the proper diet.

500 Grams a Week

An average, moderately active adult requires about 70 grams of protein daily...about 500 grams of protein a week, according to the recommended dietary allowance of the committee on food and nutrition, National Research Council.

Since the weekly average allowance of meat under the rationing system is about 2-1/4 pounds per person, the amount of protein supplied by that allowance is about 200 grams...less than half the required amount. Therefore, meat alternates with high protein value must be used.

One egg contains about 7 grams of protein, and an egg every day would supply about 50 grams of protein, nearly one-tenth of the weekly requirement for an average adult.

Added to this contribution, eggs are also rich in Vitamin A and B and are the richest of all common foods in Vitamin D. The fact that eggs are a good source of iron is another good reason to list them high on the meat alternate list.

With these food facts in mind, the homemaker can readily understand the importance of using eggs, and using them now, while they are especially abundant.

-----PEANUT PROSPECTS-----

Homemakers have enjoyed an abundance of peanut butter this year, and they can look forward to even more next year if the peanut crop grows to expectations.

The War Food Administration has asked that 30 percent more acres be planted in peanuts in 1944. This means even more peanut butter.

Through the years, some homemakers have built up the idea that peanuts are just a confection...that peanut butter is just a nice pickup for children. But actually, peanuts are more than that...they are important protein foods and are listed in Group Five of the Basic Seven, as meat alternates.

A big handful of peanuts, or two tablespoonsful of peanut butter will supply a generous amount of the daily protein requirement. In addition, peanuts and peanut butter contribute some iron, calcium, riboflavin and thiamin.

Peanuts and peanut butter may be used in many ways...in salads, in desserts and meat sauces. In our busy rationing arithmetic, zero point value peanut butter can help amazingly.

For one thing, peanut butter is excellent as a spread...a homemaker might introduce her husband and family to breakfast toast, spread with peanut butter and citrus marmalade. This will be an unusual eye opener and at the same time she can save her precious butter. Combined with other low-point -- no-point foods, peanuts and peanut butter as a sandwich spread for enriched bread are practical and palatable.

Since carrots are abundant, mix ground peanuts and ground carrots for sandwiches. Bacon is now only one point per pound and broiled bacon and peanut butter sandwiches are crunchy and delicious.

----A FISH STORY----

Strange names are appearing on the roster of edible fish, and American families are eating a larger quantity of unfamiliar fish and shellfish than ever before. What's more...they like it.

Among the new comers to the civilian table are shark steaks, carp fillets, smoked buffalo fish, and mussel chowders. The west coast has even toyed with whaleburgers. In Seattle, Washington reports showed that soupfin shark steaks were bringing a higher price than any other fish steaks except the famous chinook Salmon.

On the Florida east coast, the demand for shark steaks exceeds the supply. Since both these regions have access to a wide variety of sea foods, these stories of enthusiastic reception speaks well for shark steaks.

It seems strange that although the annual catch of shark has amounted to about 15 million pounds, nothing was used except the shark liver and skin. The liver yields valuable oil, that contains Vitamin A. As a matter of record three-fourths of all the Vitamin A used in the United States last year was supplied by shark livers. However, until last year there was no market for shark meat, which meant that three to five million pounds of shark meat was discarded annually.

Troubled by this huge waste, a Seattle fish dealer began a series of experiments, and found that shark meat tastes very much like haddock, but with the texture of swordfish. This dealer then conducted further experiments, found that shark could be kippered, or slightly smoked, too. Kippered shark is a pale pinkish orange in color, and has a delicate flavor very much like smoked salmon.

So enthusiastic was the reception of the new shark meat that demand spread rapidly, and now exceeds the amount that fishermen can supply.

-----STOP - THINK - SAVE-----

Changing point values during this period should increase the homemaker's salvage contribution to the war effort. Lowered point values on canned vegetables mean more tin containers in the home and the temporary use of more lard in cooking should present an excellent opportunity for greater household salvage. Every salvaged tin container and every salvaged pound of fat is ammunition vitally needed.

Let's follow a can of salvaged fat from its storage place in the refrigerator to its final destination. First, the can of fat is taken to the butcher who gives the housewife two red points for it. Then the butcher sends his accumulated fat to a rendering plant, where it is placed in cookers and heated. The foreign matter sinks to the bottom, and is used as animal feed. The remaining grease is graded and sold for many purposes.

Some of it goes into the making of explosives...anti-aircraft guns, howitzers, airplane cannon, and dynamite. Another portion of the fat helps manufacture military medicines such as precious sulfa ointments, smallpox vaccine, insulin, surgical jellies and opiates to ease pain. A large portion is allotted to military uses, such as manufacture of synthetic rubber, airplane lubricants, depth charge releases, nylon for parachutes and incendiaries. The remainder is used for industrial purposes.

Need Tin, Too

Tin containers, once they are flattened and collected, travel to one of eight de-tinning plants. Huge cranes carry big loads of cans to a rinsing tank, where they are washed with clean hot water. Next, they go into a de-lacquering tank, which removes any lacquer.

Finally, when the cans are clean and dry, they are immersed in a de-tinning tank where the 1 percent of tin is removed by chemicals from the 99 percent of steel contained in most cans. The steel cans are shipped to copper mines or sent in bales to steel mills. The tin is purified through a series of operations, and is at last ready for its many war uses.

The homemaker has the satisfaction of knowing that in salvaging a tin container she is contributing both tin and steel to the war effort. The steel in only 3 of her salvaged cans will provide enough steel for a hand grenade, and a neighborhood collection of about 250 cans will supply steel for a machine gun. Steel from tin cans also helps in the making of bombs and tanks and battleships.

The tin salvaged from containers goes into the bearings of anti-aircraft guns, torpedos, submarines and bombers. The tin from two cans will provide enough tin for a syrette, the miniature hypodermic that many soldiers carry to relieve pain if he is wounded.

* * * * *

* BEST BUYS IN FRESH FRUITS AND VEGETABLES *

* Based on comparative abundance and relatively low *

* price, in Southwestern markets as reported by the *

* WFA Office of Distribution. *

* * * * *

Carrots, cabbage, and Irish potatoes crowd the front-rank of abundant vegetables available in most Southwestern markets and oranges and grapefruit continue in good supply among the fruits.

"Best Buys" by states include:

ARKANSAS Cabbage, carrots, celery, Irish potatoes, oranges
grapefruit, lettuce, apples, radishes.

COLORADO..... Beets, cabbage, carrots, celery, lettuce, parsnips,
Irish potatoes, grapefruit, oranges, sweet potatoes.

KANSAS Lettuce, cabbage, Irish potatoes, oranges, grapefruit
peppers, carrots, turnips.

LOUISIANA..... Cabbage, carrots, Irish potatoes, turnips, oranges,
grapefruit

NEW MEXICO..... Grapefruit, oranges, cabbage, carrots, beets, turnips,
lettuce, Irish potatoes, apples, mustard greens, sweet
potatoes, squash, sweet peppers.

OKLAHOMA..... Cabbage, spinach, Irish potatoes, carrots, lettuce,
oranges

TEXAS..... Northern Section: Cabbage, carrots, Irish potatoes
sweet potatoes, spinach, turnips, greens.

Southeastern Section: Cabbage, apples, citrus fruits,
lettuce, celery, Irish potatoes, carrots, beets, turnip
greens.

South Central Section: Cabbage, carrots, Irish potatoes,
oranges, lemons.

Western Section: Cabbage, Irish potatoes.

"Best Buys" in key markets"

ARKANSAS. ...Little Rock: Cabbage, carrots, celery, Irish potatoes, oranges, grape-
fruit

Pine Bluff Apples, oranges, radishes, carrots, lettuce, Irish
potatoes.

COLORADO..... Pueblo Oranges, grapefruit, carrots, lettuce

Denver Beets, cabbage, carrots, celery, lettuce, parsnips,
Irish potatoes, grapefruit, oranges, sweet potatoes.

KANSAS.....	<u>Topeka:</u>	Grapefruit, oranges, peppers, carrots, Irish potatoes.
	<u>Kansas City:</u>	Lettuce, cabbage, Irish potatoes, oranges, grapefruit
	<u>Hutchinson:</u>	Citrus fruits, cabbage, carrots, turnips, Irish potatoes
	<u>Wichita:</u>	Citrus fruits, cabbage, carrots, turnips, Irish potatoes

LOUISIANA.. New Orleans: Cabbage, carrots, citrus fruits, Irish potatoes
Baton Rouge Irish potatoes, carrots, oranges
Shreveport: Cabbage, turnips, carrots, oranges and grapefruit

NEW MEXICO..Albuquerque: Grapefruit, oranges, cabbage, carrots, beets, turnips, lettuce, Irish potatoes.

Santa Fe : Grapefruit, oranges, apples, cabbage, carrots, beets, and Gallup : turnips, lettuce, Irish potatoes

Roswell : Grapefruit, oranges, cabbage, carrots, turnips, lettuce, Artesia : Grapefruit, cabbage, carrots, mustard greens, lettuce, Irish potatoes

Portales : Sweet Potatoes

Las Vegas : Grapefruit, oranges, cabbage, squash, peppers, lettuce.

OKLAHOMA..Oklahoma City: Cabbage, spinach, Irish potatoes, citrus fruits
Ardmore: Cabbage, carrots, lettuce, oranges

TEXAS.....Fort Worth: Cabbage, carrots, Irish potatoes, spinach, sweet potatoes,
turnips, greens.
Beaumont: Irish potatoes, carrots, cabbage, beets, turnip greens,
oranges, grapefruit
Houston: Cabbage, apples, citrus fruits, lettuce, celery, Irish
potatoes.
San Antonio: Cabbage, carrots, Irish potatoes, oranges, lemons
San Angelo: Cabbage and Irish potatoes

---A BIT ABOUT BUTTER---

Probably there will be a few more smiling faces around the grocery store ice box because the butter supply is expected to improve week by week for the next month or two.

Although the Government will start buying butter again on April 1 for the first time since last September, the purchases will be a smaller percentage of the butter output than were Uncle Sam's butter-buys for the same month last year.

The entire quantity of the butter set-aside for April will be purchases by the U. S. armed forces and war services such as Veterans Administration and War Shipping Administration. The War Food Administration which buys butter to help meet the needs of U. S. Territories, Red Cross, and Russian soldiers will not buy butter during April but will fill its commitments from present supplies.

The butter set-aside order which will be reinstated April 1 is part of the government's program to keep a fairly uniform food supply in the stores.

As you know, butter production has a wide seasonal variation. If the Government met each month's war needs out of that month's production, civilian butter supplies would be fairly high in summer when butter production is at its peak but extremely short in winter when production is low.

In other words, the butter set-aside order serves about the same purpose as a river dam. The river dam can keep the water level fairly constant and the butter set-aside order keeps the quantity of butter flowing into civilian channels reasonably uniform.

----PLAY FAIR AND SQUARE WITH TOKENS----

A token-hoarding homemaker could help to cause a food shortage, but if she keeps her tokens in circulation, she will save time, food and ration points. That is the way it works.

The token supply is limited. If tokens are kept out of circulation, the grocer must get more. In order to do this, he must use his precious points in exchange for more tokens at the bank. Ordinarily, he would use these points to buy more food stock for his store, but if he is forced to give up too many points for tokens at his bank, he naturally will not have as many to use for food stock for his customers.

Homemakers are in the habit of using stamps, and the use of tokens is new. They will have to be urged to use their tokens before their stamps. Tokens have been created for the convenience of the homemaker, and they will save her points, if used wisely. Before tokens were available, ration stamp points sometimes added up to greater point value than the purchases, and, the customer had to sacrifice points or buy more food than she needed. With tokens the customer gets full food value of the ration points.

Tokens are easy to use...they were created so the homemaker would get a fair deal all around. Now, it's up to the shopper to give her grocer and herself a square deal....and keep those tokens moving.

----A PEEK AT THE POST-WAR FEEDING PROBLEM----

A few days ago at a meeting of people interested in post-war feeding, Lee Marshall, Director of Food Distribution said he thought the allocation system would be an essential part of our food economy during the reconstruction period that will follow the war.

"The allocation system, as I see it", said Mr. Marshall, "Will function much as it does now. It will guarantee to Americans, both in and out of the armed forces a diet that is based on the standards of good nutrition. It will guarantee to the hungry people of other countries that we will help them as much as we, in the light of our own needs and resources, are able to do."

The allocation system, you remember, is the planned division of our expected food supply. Every agency that has a claim on the expected food supply states its requirements. The needs of our civilians are presented by the civilian food requirements branch of the Office of Distribution. Requests for food to meet current needs and maintain necessary reserves are filed by the Army, Navy, Marine Corps, War Shipping Administration and Veterans Administration. Requirements of Great Britain, Russia, and liberated countries are submitted through the Foreign Economic Administration. The needs of the Red Cross and our territories...Hawaii, Puerto Rico and Alaska are listed. Of course, every claim must be supported by facts clearly demonstrating essential needs.

When all the claims are in they are matched against the available supplies. If there isn't enough food to meet all the demands, the claimants are asked to look over their lists again and see where they can make reductions and substitutions.

Certainly the relief feeding problem for the reconstruction period after the war is a big one. Mr. Marshall said, "Its solution will depend...as the war food program does now...upon complete cooperation and understanding."

Mr. Marshall feels that it's most encouraging to have the existence of a post-war feeding problem recognized so early. The Director of Food Distribution closed his talk by saying, "The fact that an international agency (UNRA) has been set up and food forum meetings are held to bring some of the factors of the problem into sharper focus augurs well for the future."

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DALLAS, TEXAS
March 25, 1944
No. 13

Radio Round-up

on food...

For Directors of
Women's Radio Programs

I N T H I S W E E K ' S I S S U E

Wise Homemakers Take Advantage of Abundant
"To-Point--Low-Point Foods".

* * * * *

Civilians Will Get More Canned Fish in 1944.

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Home Canning This Year Is More Important Than Ever
.....Here's The Way To Get That Canning Sugar.

* * * * *

Canned Orange Juice and Blended Orange and Grape-
fruit Juice Once Again Find Their Way to Grocers'
Shelves.

* * * * *

Soldiers Eat and Eat Well....Here's What They
Get in Their Five Pounds Per Day.

* * * * *

.....And Other Timely Interesting Facts About
Foods.

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1944

U.S. DEPARTMENT OF AGRICULTURE

US Department of Agriculture
Food Distribution Administration

-----TAKE ADVANTAGE OF ABUNDANT FOODS-----

Homemakers can count on these unrationed foods as being relatively abundant in most sections of the country during April: White potatoes, wheat flour and bread, shell eggs, macaroni, spaghetti, noodles, fresh oranges and grapefruit, oatmeal, soya flour grits and flakes, citrus marmalade, canned green and wax beans, rye breakfast foods, frozen vegetables (including frozen baked beans, peanut butter, dry mix and dehydrated soups.)

The shopper will find moderately large supplies of raisins and dried prunes. They are point free.

The reduced point values on canned tomatoes and canned corn make these two items a good buy for homemakers. Canned peas, which have been reduced from 8 to 2 points for a No. 2 can are an excellent point value bargain.

Homemakers are urged to take advantage of the frozen foods that are available too. Your listeners will be glad to hear that substantial supplies of blueberries, plums, and prunes are expected to be available wherever there are facilities for handling frozen foods.

Relatively abundant supplies of fresh spinach, snap beans, cabbage, celery, carrots, are expected from southern producing areas during April. New crop onions should be available in most principal markets during the last half of April.

-----CANNED FISH FORECAST-----

For the year beginning July 1, 1944 civilians will get about half the expected supply of canned fish. This means that we can eat about as much canned fish as we did in 1942 and about twenty-five percent more than we did last year.

Canned fish production is estimated to be about ten percent more than it was last year, mostly because of changes in processing technique, and the return of some fishing boats by the Army and Navy. The armed forces need about 5 percent more than they did last year, but Lend-Lease requirements are a little less. The civilian owes his increased allotment to both the reduced Lend-Lease requirements and to increased production.

The homemaker's supply of canned fish will be nearly one-half salmon, one-fourth pilchards, some Atlantic sea herring, tuna, shrimp, and other fish and roe. She will have about the same amount of fresh and frozen fish as last year. Altogether she and her family can eat a generous half pound more fish than they did in 1943.

-----SWEET STORY FOR HOME CANNERS-----

Homemakers will have about the same amount of sugar for home canning as they did last year...and they'll get it in about the same way.

The first sugar 5 pound dividend to be used for canning may be bought with sugar stamp No. 40 in War Ration Book No. 4. In addition, a maximum of twenty pounds more per person may be applied for at the homemaker's local Ration Board, at any time after March 23.

This year it is not necessary for the homemaker to wait in long lines at the local Ration Board. Her whole home canning sugar transaction may be handled by mail.

First she sends for OPA Form R-132, which is her application for extra sugar. On this, she gives her name and the names of the persons (at the same address) for whom she is requesting sugar, and the number of pounds of sugar needed.

To the form she attaches a spare stamp No. 37 from War Ration Book No. 4, for every person whose name is on the application. This is for purposes of identification. If the Board approves the application, it will mail coupons or certificates for the sugar to the homemaker. Later she may apply for more, if necessary.

Last year, homemakers added about four billion home canned fruits and spreads to the nation's food supply. This year the need is even greater and home canning is more important than ever.

-----JUICY INTERIM-----

Canned orange juice and blended orange and grapefruit juice are beginning to appear on grocers' shelves for the first time in nearly two years.

Civilian homemakers can look forward to nearly five million cans this year... slightly over half the amount available in pre-war years.. The supply of grapefruit juice will flow into civilian glasses in about the same amount as during the past two years.

This is heartening news to the average listener, who has probably heard that canners must now set aside more canned grapefruit and orange juice for government requirements. Naturally the homemaker wonders why she will have a good supply of citrus juices, when the government needs more. Well, the facts are these:

In 1942, the tin that was used to can orange juice and blended juice for civilians, was allocated to other purposes. That is why, in the months that followed, homemakers found that these two juices were harder to find, and finally could not be bought at all.

However, on February 11 of this year, an unlimited amount of tin was allowed canners for orange juice, and blended orange and grapefruit juice, and after Army requirements are satisfied, there still will be almost five million No. 2 cans left for civilians in 1944.

The Government needs more canned grapefruit juice for the Armed forces this year...about 44 percent of the entire output. That will take more from civilians. However, late last year, the Government released 1-3/4 million cases of canned grapefruit juice for civilian use, and this extra amount will partially replace the increased quantities that are being set aside from canner's production for the Armed forces.

Thus, it all balances out. The armed forces will have all they need, and the homemaker will have actually more canned citrus juices for her family.

LOUISIANACabbage, Irish potatoes, oranges, grapefruit, carrots, lettuce,
celery.

NEW MEXICO. Cabbage, carrots, oranges, grapefruit, beets, turnips, head lettuce, Irish potatoes.

OKLAHOMA Carrots, cabbage, oranges, spinach, Irish potatoes, grapefruit, lettuce.

TEXAS Northern Section: Cabbage, carrots, Irish potatoes, spinach, turnips, oranges, grapefruit
Southeastern Section: Irish potatoes, oranges, lettuce, beans, cabbage, carrots, turnips, grapefruit
Western Section: Cabbage, Irish potatoes, sweet potatoes, turnips, beets, carrots.

"Best Buys" by key markets:

ARKANSAS. Pine Bluff: Spinach, carrots, Irish potatoes, cabbage, apples, oranges, grapefruit

Little Rock: Cabbage, celery, Irish potatoes, carrots, grapefruit, oranges

COLORADO Denver: Beets, carrots, cabbage, cauliflower, celery, lettuce, Irish potatoes

KANSAS Topeka: Cabbage, carrots, celery, oranges, grapefruit, Irish potatoes

Kansas City: Cabbage, Irish potatoes, oranges, grapefruit.

Wichita: Carrots, cabbage, Irish potatoes, oranges, grapefruit

Hutchinson : Cabbage, carrots, oranges, grapefruit, Irish potatoes

LOUISIANA Shreveport: Carrots, cabbage, Irish potatoes, oranges, grapefruit

Baton Rouge: Beets, Irish potatoes, cabbage, oranges, grapefruit

New Orleans: Cabbage, Irish potatoes, celery, oranges, grapefruit, carrots, beets, turnips

NEW MEXICO. Albuquerque: Cabbage, carrots, oranges, grapefruit, carrots, beets, turnips, lettuce

Santa Fe and Gallup: Apples, oranges, grapefruit, cabbage, beets, turnips, Irish potatoes

Las Cruces: Cabbage, lettuce, oranges, grapefruit, carrots, Irish potatoes.

Roswell: Cabbage, parsnips, beets, turnips, grapefruit, oranges, Irish potatoes

OKLAHOMA Ardmore: Cabbage, carrots, Irish potatoes, oranges, grapefruit

Oklahoma City: Cabbage, spinach, Irish potatoes, lettuce, oranges, grapefruit

TEXAS Fort Worth: Cabbage, carrots, Irish potatoes, oranges, grapefruit, turnips

Beaumont: Irish potatoes, cabbage, carrots, turnips, oranges, grapefruit

Houston: Irish potatoes, oranges, lettuce, carrots, cabbage, beans

San Angelo: Cabbage, Irish potatoes, sweet potatoes

---- IN CARE OF THE QUARTERMASTER ----

The American Armed forces are the best fed in the world. Mothers, wives and sweethearts needn't worry about their boys. Whether those boys are marching, flying, being carried in trucks, moving in armored columns, riding in amphibian vehicles, gliding across the snow on skis...they're getting the carefully balanced diets that have been planned to provide variety, appetite appeal and all the necessary nutritive values.

A soldier gets about five pounds of food every day, except when he is in combat areas, when packaged food must be used. The five pounds consist of one pound of meat, poultry or fish, one egg, one pint of milk, three ounces of fats including butter, twelve ounces of grain products and cereals, twelve ounces of Irish potatoes, four ounces of tomatoes and citrus fruits, seven ounces of leafy green vegetables, and twelve ounces of other fruits and vegetables. In addition, bread, a beverage and desserts are included in each meal.)

While he is taking his basic training, a soldier is served a regular daily ration, known as "Field Ration A"

Overseas, outside the combat zone, the boys get "Field Ration B". These two rations are very much alike, except that in "B" non-perishable foods must be used. With both "A" and "B" type rations, the quartermaster will serve fresh foods available locally, if possible. "A" and "B" rations are both planned thirty days in advance from master menus.

A typical daily ration of these types served in mess halls or temporary mess tents, might read like this:

Breakfast
Baked Apples
Dry cereal and milk
Fried cornmeal mush
Sausage
Toast and butter - syrup
Coffee

Dinner
Beef steak - gravy
Mashed potatoes
Fried Cabbage
Beet and sliced egg salad
Bread and butter
Pineapple upside-down cake
Fruit ade

Supper
Veal patties-tomato
sauce - browned potatoes
Parsnips
Pea, celery & cheese
salad, rolls & butter
Butterscotch pudding
Cocoa

Often, however, soldiers are in combat areas, or beyond the reach of facilities to prepare meals like the above. Then they are given packaged field rations, especially planned to meet special requirements. These special rations are known as "C" "D" "K" "10-in-one", "Bail-out" and "Life Raft" rations

They're Eaten Hot or Cold

Field Ration "C" consists of previously cooked and prepared food, packed in sealed cans, and it may be eaten hot or cold. Rations for one day consist of three meat units and three units containing biscuit, confection, sugar and beverage.

Field Ration "D" is used for conditions of extreme stress, only. It consists of three four ounce bars of chocolate. This type chocolate bar is also known as the "D" bar, and is temperature resistant to a high degree, as it can be carried in climates ranging from 20 degrees below zero to 120 degrees above zero. It contains chocolate, skim milk, sugar, cocoa fat, oat flour, vanillin and 150 international units of Vitamin B₁ (Thiamin).

Field Ration "K" was developed originally for the use of parachute troops, but it proved so effective that now it's given to all troops in the theatre of operations. The "K" ration when packaged, is about the size of a pound box of candy. It contains three units (or three meals), and provides the necessary carbohydrates and vitamins, and about 3700 calories. There are a number of combinations contained in the "K" ration package, and the contents of each package are printed on the outside so that a soldier can choose his favorite combination.

A typical "K" ration might contain the following: Biscuit, condensed graham biscuits, a can of ham and eggs, malted milk dextrose tablets, soluble coffee, sugar and chewing gum. Dinner could provide defense biscuits, condensed graham biscuits, a can of pork luncheon meat or cheese spread, malted milk dextrose tablets, concentrated bouillon and chewing gum. For supper there might be defense biscuits, condensed graham biscuits, a can of cervelat sausage, a two ounce "D" bar, sugar, lemon juice powder and chewing gum. Each "K" package also contains four cigarettes.

Other Rations Go With Troops, Too

The "Bail-out Ration", as its name implies, is designed for army flyers, paratroopers and other men who may have to bail out of planes without other supplies. The "Bail-out Ration" is a small pocket sized package, weighing only eight ounces. Each one contains small "D" bars, fruit bars, malted milk dextrose tablets, concentrated bouillon or powdered lemon juice, and chewing gum.

"10-in-one" Ration" means a day's complete food supply for ten men. It's used usually for details in theatres of operations where field kitchens cannot operate, or when units of men are on the move.

A typical "10-in-one Ration" contains canned pork and sausage meat, canned tomatoes, dehydrated baked beans, biscuits, pre-cooked cereal, evaporated milk, canned jam, pineapple and rice pudding, canned butter, soluble coffee, sugar and salt. Added to this are enough "K" Ration units for one complete meal for each man.

When bomber crews are forced down at sea they carry "Life-Raft Rations". This type of ration supplies needed nourishment, with a minimum of thirst. In the package are hard candies, chewing gum, and vitamin pills. One ration can feed

five or six men for one day.

Added to all the highly specialized formulas for feeding the millions of men in our armies, new food processes are being constantly developed and new packaging materials being constantly tested. All this should be good news to listeners, giving ample proof that their boys are getting the best.

----PEARLS OF SMALL PRICE----

The lustrous simulated pearls that add such elegance to madames ensemble, are made from fish scales. Surprise? Perhaps....but a fine example of conservation in the food industry....almost nothing is wasted.

The manufacturer of fish scale essence....it's called pearl essence..... is not a product of modern research and manufacture. It dates back to the middle of the seventeenth century, and Parisian Rosary maker, named Jaquin, who wanted to make more beautiful Rosaries. He found that the silvery material so common on the scales of fish, gave ordinary beads a luster that closely resembled pearls.

He would put the scales in a basin, cover them with water, pour off the water and save it. The process was repeated several times, then all of the water combined and allowed to stand for several hours. The lustrous particles settled, then the excess water was decanted and the lustrous material that was left was pearl essence.

It was a tedious process, since forty thousand fish were required to produce one kilogram of pearl essence. This pearl essence was applied to wax or alabaster beads. No preservative was used, so these early simulated pearls were not waterproof.

For nearly a hundred and fifty years, pearl essence was made only in Paris, then the manufacture spread to other parts of Europe. With the advent of world war I, simulated pearls began to be manufactured in America. From time to time improvements were made. Wax was put into hollow glass spheres to make the basic bead, which was then coated with pearl essence. One improvement followed another, until finally the "Indestructible Pearl" as it is now known, was perfected. This is the simulated indestructible pearl that madame wears today....a solid opal glass bead, coated with pearl essence, and protected with a waterproof laquer.

This is only one of the examples of conservation in the food industry today....where thousand and thousands of by-products are made from the original plant or animal.

